

# *The* **NATIONAL UNDERWRITER** *Life Insurance Edition*

## **Why Northwestern National Life Discovers and Trains Its Own Men**

**W**E believe that finding good men and developing them as life insurance producers is one of the toughest—but one of the most satisfying—aspects of our business.

Because of our policy of bringing new and promising men from other fields into life insurance sales work and giving them thorough supervision, including special Home Office training, we have over the years built a highly competent, fiercely loyal field force. Our full-time sales organization today is one-third smaller than in 1940. But that smaller force is producing nearly 2½ times as much ordinary business, and it is business very much higher in quality measured by its persistency.

Northwestern National Life has always tried to be a good neighbor in the life insurance business, and that policy will remain unchanged as we continue in our efforts to discover and develop our own successful life insurance producers.

**NORTHWESTERN *National* LIFE  
OF MINNEAPOLIS**

*One of America's great life insurance companies*

**FRIDAY, AUGUST 15, 1952**

# To C.L.U. on its Silver Anniversary

**K**now all men by these presents,  
that...

**WHEREAS** the Equitable Life Assurance Society now stands foremost among life insurance companies in respect to the number of its representatives who have completed the five C.L.U. examinations

**WHEREAS**, in 1951, the Equitable C.L.U. Association gained 46 new members, the largest number in its history

**WHEREAS** at the present time, approximately 1,000 Equitable representatives are actively preparing for C.L.U. examinations

**WHEREAS** the Equitable recognizes the importance of C.L.U. in preparing its representatives to render a professional service to the people of this country,

**AND WHEREAS** the Equitable believes that its strong moral and financial support of the American College of Life Underwriters is an investment which yields a high return in terms of service to its clients

**BE IT RESOLVED** that in congratulating the American College of Life Underwriters on the twenty-fifth anniversary of its foundation, we of The Equitable Life Assurance Society are also congratulating...ourselves!

Given under our hand and seal in the month of August 1952.

*Thomas T. Parkinson*  
President

**THE EQUITABLE LIFE  
ASSURANCE SOCIETY  
OF THE UNITED STATES**



## Establish C.L.U. Associate Category for Administrators

### Equal Status With Present Designation for Sales Activities

The award of a new professional designation, chartered life underwriter associate, was authorized at a recent special meeting of the trustees of the American College of Life Underwriters, to become effective with the 1952 conferment exercises.

Equal in status to the C.L.U. designation, the new C.L.U. associate designation will be awarded to persons meeting the same eligibility and examination requirements, but whose experience is in the nature of life insurance company administrative activities or closely related to life insurance. The C.L.U. designation will be available to persons whose qualifying experience is based upon life insurance sales and service, managing, training or supervising those engaged in life insurance sales and service, or college and university teaching of life insurance.

Persons who are awarded the C.L.U. associate designation will be eligible to use it as a professional designation, eligible for a C.L.U. diploma, and entitled to wear the C.L.U. key.

### Discontinue Proficiency Certificate

Either the C.L.U. or the C.L.U. associate designation may be substituted for the other upon the completion of the necessary experience requirements. Concurrent with the adoption of the C.L.U. associate designation, the certificate of proficiency award has been discontinued.

The C.L.U. associate designation was created following a full year of intensive study and investigation of the need for a new designation by the registration board of the college, composed of Clarence B. Metzger, chairman, and 2nd vice-president of Equitable Society; Charles W. Campbell, vice-president of Prudential; J. Roger Hull, executive vice-president of Mutual Life of New York; Joseph H. Reese, general agent in Philadelphia for Penn Mutual Life and Davis W. Gregg, dean of the American College of Life Underwriters.

Dr. S. S. Huebner, president of American College, in commenting upon the new designation said . . . "I believe that the C.L.U. associate designation adopted in the 25th year of C.L.U. represents a positive and enlightened step forward into the next 25 years of C.L.U. growth. Increased C.L.U. activity among persons engaged in company positions and in positions closely related to life insurance will have a beneficial effect in raising still further the standards of service to the public by the life insurance business. Greater understanding of the problems of those engaged in selling and servicing life insurance is sure to follow if more persons in home offices undertake the C.L.U. studies."

### Frank Sullivan Renominated

Frank Sullivan, Kansas commissioner, was renominated in the Republican primary. His Democratic opponent is George A. Russell, Jr., of Cottonwood Falls.

## LARGEST OFFICE BUILDING

# Prudential Ground Breaking Gladdens Chicago Hearts

An idea of the importance of the decentralization program of a company the size of Prudential to any city could be gathered by anyone attending the ground breaking for the new Mid-America home office building of that company in Chicago.

The sun was bright that day, but no where near as bright as the faces of those attending the ceremonies, construction workers, John Publics and dignitaries alike. This was an event of tremendous significance to Chicago and the Midwest—construction of the first new loop skyscraper in many years and establishment of Chicago as a great life insurance town. It was a gay and gala affair and as the whistle on the Illinois Central diesel blasted and Mayor Kennelly and Valentine Howell, executive vice-president of Prudential, donned tin hats and playfully posed with their shovels for the photographers, a cheer that was truly spontaneous went up from the crowd.

The contractor immediately started excavating the 260 caissons on which the skyscraper will rest. Since it is being built on "air rights" over the Randolph street suburban station of the Illinois Central Railroad, these caissons, ranging in diameter from four to 11 feet and extending more than 100 feet down to bedrock, will constitute its major foundation. They will be located between the existing tracks of the Illinois Central and the Michigan Central railroads and construction of the building will be carried on without interruption to the service of either line.

### Pettibone Was Chairman

The ground-breaking ceremonies Tuesday were witnessed by a large group of Chicago officials, civic leaders and business and professional figures. Holman D. Pettibone, president of Chicago Title & Trust Co., acted as chairman of the affair.

In a short and appropriate address, Mr. Howell disclosed that the decision to build in Chicago's Loop was based in a large measure upon the transportation facilities now available and the company's faith in the projects which Chicago has under way for the further improvement of traffic and parking conditions. Mayor Kennelly assured the audience that this confidence was not misplaced and that Chicago was "on the march."

Gov. Stevenson of Illinois was unable to attend but forwarded a letter of regret which was read by Mr. Howell. In it he said that the occasion meant that "a new chapter is being written in the story of the economic development of this area."

Five regional home offices of Prudential now have been opened or are in the process of construction. The first, in Los Angeles, was opened four years ago. It was followed by the Canadian head office in Toronto and which has more than a year of operation behind it. The Southwestern home office in Houston was formally opened two weeks ago. In addition the company has acquired a site in Jacksonville, Fla., for its southern home office.

Unlike either the Los Angeles or Houston headquarters, the Chicago building will be considerably larger than necessary for Prudential's operations. It is expected that the company will occupy the first nine or 10 floors and will rent the remainder of the office space.

Mr. Howell said that on this piece of

Prudential real estate, measuring four by six feet, would be dug a hole running down about 100 feet to bed-rock. In the hole, and rising to the level of the Randolph street viaduct, will be constructed a steel and concrete caisson. Resting on that caisson and on 259 others, there will arise over the next three years the largest and most modern simon-pure office building in Chicago.

## 3,000 WINDOWS

"What a building! It will have 3,000 windows looking out over the lake, over Grant park, and over the city. It will have 15 miles of air-conditioning ducts giving off cool air equal to that generated by the melting of 3,500 tons of ice each 24 hours. Through the 538 portals opening on 41 floors from its 31 elevator shafts will pass each day at least 2,000 of our own employees together with perhaps an equal number of others comprising the other tenants of the building," Mr. Howell stated.

The employees will take care of the over \$4 billion of insurance carried by the 5 million Prudential policyholders who will be served by this office.

He said that if Prudential hadn't had confidence in Chicago the company would not be in the Loop. "We would be housing this community in a gigantic country-club building on a 28-acre tract somewhere outside the city limits," Mr. Howell said.

## Shape Up Program for L.I.A.M.A. Meeting at Chicago

The program for the annual meeting of Life Insurance Agency Management Assn. Nov. 17-20 at the Edgewater Beach Hotel, Chicago, is shaping up under the direction of the committee headed by Richard E. Pille, agency vice-president of Mutual Benefit.

Presiding at the meeting, which is expected to draw about 700 agency officers from the U.S. and Canada will be Harry S. McConachie, vice-president and superintendent of agencies of American Mutual, who is president of L.I.A.M.A.

General sessions will be held Tuesday afternoon, all day Wednesday and Thursday morning. An innovation this year is a Canadian companies breakfast Wednesday morning. The meeting will open officially with a fellowship luncheon Tuesday noon, although L.I.A.M.A. committees will meet earlier. Committee meetings are open this year to everyone attending the meeting.

Other regular events include the combination companies dinner Tuesday evening; the small companies dinner Wednesday evening; a luncheon Monday for members of the board and committee chairmen and a reception for all members and guests Tuesday evening.

### Is It a Record?

Ben Goldish, representative at Duluth for Northwestern National, has just completed 1,500 weeks of continuous qualification for the company's App-a-Week Club. His accomplishment is believed to have set an all-time record in the industry.

## Complete Program for Atlantic City N.A.L.U. Meeting

### Events Follow the Successful Pattern of the Previous Year

The program for the annual convention of National Assn. of Life Underwriters at Atlantic City, Sept. 8-12, is completed, according to Vernon L. Phillips, Occidental Life of California, Philadelphia, national program chairman. Carlton W. Cox, Metropolitan, Paterson, N. J., general convention chairman, urges all those planning to attend the convention to make their hotel reservations without further delay. Requests for room reservations should be addressed to John B. Contini, chairman, hotel reservations committee, The Convention Bureau, 16 Central Pier, Atlantic City, N. J.

The convention will get under way on Saturday, Sept. 6, when the board of trustees will convene in all-day session to review and discuss the work accomplished by the association during the administrative year and to establish policies and principles to be employed during the convention and for the guidance of leaders in the future.

The convention will officially open on Monday, Sept. 8, when all important committees will hold sessions and put their annual reports in final form for the consideration of the board of trustees that evening, prior to their presentation to the national council on Tuesday.

### C.L.U. Directors Confer

Two other important groups that will also hold business meetings on Monday will be the board of directors of American Society of Chartered Life Underwriters, with Carl M. Spero, New York City, president of the society, directing, and the Women's Quarter Million Dollar Round Table of which Minna Hensley, Franklin Life, Salina, Kan., is chairman.

On Tuesday the national council will hold its all-day business session and hear reports of the officers and all N.A.L.U. committees which will be discussed by delegates from all over the country. As a break in the day's business, association leaders will attend a luncheon sponsored jointly by N.A.L.U. and L.U.T.C. Benjamin N. Woodson, managing director of both organizations, will preside at the luncheon, and A. Jack Nussbaum, Massachusetts Mutual, Milwaukee, trustee and chairman of its committee on associations, will share the chairmanship of the program with Orville Deal, vice-president Prudential, Newark, N. J., and currently president of L.U.T.C. Hubert Davis, Union Central, New York City, and Herbert M. Holcomb, United Fidelity, Dallas, will complete the luncheon program.

Tuesday afternoon, Sept. 9, the trustees of American College will hold their annual meeting and the Women's Quarter Million Dollar Round Table reception and dinner will be held.

The first full-dress session of the convention will be held on Wednesday morning and will be called to order by Mr. Phillips. The program calls for

(CONTINUED ON PAGE 16)



## REPORT ON L.I.A.M.A. SURVEY

## Managers Want More, Longer and Better Planned Visits from Home Office Envoys

Most managers want more visits from their home office, want longer visits, want an advance agenda for the visit and would like to have some say about that agenda, Joseph Weitz, research associate of L.I.A.M.A., reported on a recent survey of the association to agency officers attending the small companies conference in Chicago.

He explained that L.I.A.M.A.'s newest opinion and attitude survey, "Field Visits," is a summary of data gathered from questionnaires completed by 362 managers and 27 home office superintendents of agents. The study was undertaken at the request of the human relations committee in an effort to evaluate the effectiveness of visits by home office personnel to field agencies.

Of particular interest in the survey is the relation of the managers' satisfaction to the amount of time spent in visits, said Mr. Weitz. Longer or more frequent visits from the home office make for greater satisfaction.

## Would Like Longer Visits

More than a quarter of the managers reported two visits a year, and more than a third said the visits last one day. Over half the managers like the length of their present visits, but a third would like longer visits. Eighty-four percent of the managers who were visited a half day or less a year indicated dissatisfaction with the length of the visit. They felt that half a day was too short a time for the manager and superintendent to get acquainted and cover problems thoroughly.

Mr. Weitz said that a fifth of the managers queried feel visits would be more effective if they had more advance notice for study of the topics to be discussed. The managers say market development and sales ideas are not discussed quite as often as new organization or training.

Managers want the home office visitor to spend more time discussing sales ideas and techniques. They also feel a need for practical ideas about their jobs. They are least interested in reinforcement of their authority and explanation of company rules.

"Field Visits" shows that managers believe the most important functions of a home office representative on a field visit are advice and discussion of local problems, personal contact which helps their morale, and inspiration.

Most managers want the home office representative to hold meetings with the agents during the visit, although some feel these meetings should not be too frequent, according to Mr. Weitz. Managers believe their agents are generally favorable to such meetings. When a regular agency meeting is held during a visit, the home office representative usually takes part. More than half the managers who have assistant managers like the visitor to have short meetings with these men on every visit.

## Home Office View Differs

The home office man's view of the agency visit is apt to differ somewhat from the manager's, L.I.A.M.A. found. Even on the question of length of visit, for instance, the superintendent of agencies reports a longer visit than the manager, probably because he includes his travel time. Home office visitors believe the basic purpose of a regular field visit is to develop agency-home office relations, to get first-hand information on field situations, to build morale and to encourage production.

All but two superintendents of agencies said they gave the managers advance notice of the visit, but did not say they gave him an agenda. They report using various techniques to build morale during a visit. Some use discussion, hoping the manager will find his own solution; others try actively to build

moral and develop better sales technique.

Another finding was that new managers who receive frequent visits, want more advice and less inspiration, while old-time managers expressed a need for more inspiration. Visited least was the group of managers with from two to 19 years' service.

Mr. Weitz said the survey indicated that while some changes might be beneficial, neither managers nor home office men wanted radical changes in the system of agency visits. He urged companies to conduct similar studies among their own personnel.

"A study of this type," he said, "may result in two benefits for the company performing the study. First, it may find that the methods of handling field visits can be changed to advantage. The second benefit is less tangible. It lies in the value of having both participants reconsider the procedures and accomplishments of such visits and formulate more definitely in their own minds the mutual benefits to be derived."

## Varcoe Assistant Actuary

Volunteer State Life has made Turner Varcoe assistant actuary. He joined Volunteer in 1940 following a year of graduate actuarial work at University of Michigan. He is an associate in Society of Actuaries.

## White With Great-West 35 Years

Louis White, Toronto, just celebrated his 35th anniversary as a representative of Great-West Life. With a total of \$10½ million in force, he is the leading Great-West agent in this respect. Since

he joined the company in 1917, Mr. White has had a perfect membership record in the Great-West Life President's Club, and has been president of the club eight times, a record unequalled in the company.

## Arizona Assn. Hears Christie

Arizona Assn. of Life Underwriters held its monthly meeting at Phoenix to hear George V. Christie, vice-president of the First National Bank of Arizona, discuss factors of Arizona economy. He also complimented the 51 members, or one third of the membership, for receiving the National Quality Award.

## Students Visit N. W. Mutual

Forty graduate students from 14 north central states enrolled at the University of Wisconsin proseminar in family financial security education toured the home office of Northwestern Mutual Life. The trip was part of a field study sequence to visit different types of insurance centers. C. B. Waldon is director of the proseminar.

## Myer Tops July for Mutual

The Myer agency of Mutual Life at New York City led all the company's agencies throughout the country in both volume and number of policies sold during July.

The Boston agency, managed by Leonard T. Waggoner, was second in volume. Scranton, managed by John H. Blackman, Jr., was second in policies sold and third in volume. Grand Rapids, managed by Charles E. Brown, was third in policies sold.

Pacific Mutual has appointed Robert G. Joseph as mortgage loan representative at Sacramento. He is widely experienced in the mortgage loan field in the locality and will extend Pacific Mutual mortgage loan service throughout the Sacramento territory.

## Prudential Names Schnell an Officer

Raise Austin, Drake, Reed, Winslow in Ordinary Department

Extensive realignment has taken place in the executive staff of the ordinary agencies department in the home office of Prudential including the election of Frederick A. Schnell to second vice-president.

In addition to Mr. Schnell, who has been general agent for Penn Mutual Life in Los Angeles since 1946, other changes include:

Howard A. Austin, superintendent of agencies for the New York-Newark region, to the new post of executive director.

William F. Drake, director of group annuity sales, to superintendent of



F. A. Schnell



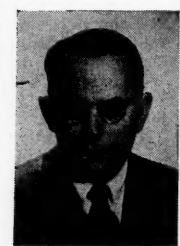
H. A. Austin

agencies, to replace Mr. Austin. Alan L. Reed, manager at Binghamton, N. Y., to superintendent of agencies for the eastern region, succeeding Don K. Alford, who was recently appointed head of the new Fort Dearborn agency in Chicago.

## Winslow Replaces Murphy

William V. Winslow, Jr., from regional manager, to superintendent of agencies for the central region. He replaces Robert J. Murphy, recently appointed manager of the LaSalle agency in Chicago.

Richard N. McFadden, assistant manager of the Newark agency, to regional manager of the central region, succeeding Mr. Winslow.



W. F. Drake



A. L. Reed

All of the changes, except Mr. Austin, are effective Oct. 1. Mr. Austin takes over his new post Sept. 1.

Mr. Schnell will be an important addition in the reorganization program aimed at expanding current operations, according to Sayre MacLeod, vice-president in charge of the ordinary agencies department. He succeeds Kenneth C. Foster, second vice-president, whose transfer to the district agencies department was announced recently.

Mr. Schnell graduated from the University of Illinois in 1932, and began his association with Penn Mutual in Chicago that year. He became that company's district manager in Peoria, three years later. In 1937, he became general agent for the company in Peoria.

During the recent war he was a navy officer and upon his discharge in 1946, he was named general agent in Los Angeles.

Mr. Schnell has been president of the (CONTINUED ON PAGE 15)

## The COMMONWEALTH Commentary

## Commonwealth On The March

Commonwealth's total of new business for the first six months of 1952 was \$64,092,769 and for the twelve months ended June 30th it was \$125,371,862. In each instance our sales were 35% more than for the like periods of the previous year.

INSURANCE IN FORCE, July 1 — \$572,832,005



The Doorway to Security

COMMONWEALTH Life Insurance Company

HOME OFFICE • LOUISVILLE, KY.



## Moorhead Resigns as Executive V.-P. of U. S. Life

NEW YORK—E. J. Moorhead, executive vice-president of United States Life since he joined it in 1948, has submitted his resignation. He has not announced his plans.



E. J. Moorhead

Mr. Moorhead went to U. S. Life from L.I.A.M.A., which he joined in 1945 as a consultant in the company relations division. He was actuary at the time he resigned. Before going with L.I.A.M.A. he was with Great-West Life for 16 years. He was named assistant actuary in 1938, when he became a fellow of the Society of Actuaries.

Mr. Moorhead was born in 1910, grew up in Winnipeg, and went to the University of Liverpool, where he graduated in 1929.

### Career with U. S. Life

In 1947 U. S. Life had pretty well given up its foreign business, which it had previously stressed heavily as part of the C. V. Starr enterprises. The company was in the process of building personnel and strengthening its position for a domestic expansion program and it was in connection with this that Mr. Moorhead was brought in. Since then, assets and in-force have doubled and surplus has been greatly increased. The company also acquired Best's "Recommended" rating during that time.

### Did Agency Cost Research

At L.I.A.M.A. Mr. Moorhead did research on agency costs and compensation and taught in the schools of agency management. His writings included, "Keeping an Agency Profitable," "Is This the Man for Me?" which dealt with agent selection, and an agent's compensation check-list.

Mr. Moorhead has addressed a number of life underwriter association meetings, including sales congresses, usually speaking in a humorous vein. He appeared as a witness on hearings on revision of the New York expense limitation law in 1948, last November, and last February. He is a past president of the Winnipeg Junior Chamber of Commerce.

## Turner Celebrates 25th Year With Occidental in Montana

Charles J. Turner, Great Falls, Mont., this month celebrates his 25th anniversary as Montana state manager for Occidental of California. He entered life insurance as an agent for State Life of Montana in 1921. By 1924, State Life was reinsured by Occidental, and Turner began building an agency force there.

He is a member of Million Dollar Round Table and holder of the national quality award since 1947. He has qualified for every Occidental convention since joining the company, and recently received a bronze plaque at Occidental's Top Club convention for writing an application a week for 1,040 weeks or 20 years.

## Bramley Joins L.I.A.M.A.

Donald Bramley, regional supervisor for John Hancock, has joined the staff of Life Insurance Agency Management Assn. as a consultant. He has been with John Hancock since 1946, beginning as a debit agent in Queens, N. Y., and was transferred later that year to Hyde Park, Mass. He was appointed assistant district manager at Waltham, Mass., in 1947 and was named regional super-

visor in the northern New England region in 1950. He received the C.L.U. designation last year. A graduate of Bowdoin College, he is an air force veteran of the last war.

At L.I.A.M.A., Mr. Bramley will be in the company relations division. In addition to his consultation responsibilities, he will contribute to the association's field publications and serve on the teaching staff of the schools in agency management.

For the eighth year Sun Life of Canada has been given a merit award for its annual report.

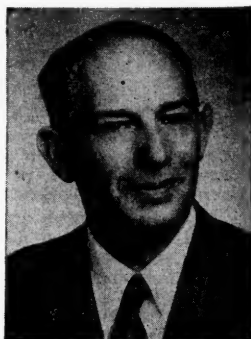
## Life Men on Program of Hemispheric Conference

A number of life company executives are on the program of the Hemispheric Insurance Conference to be held Sept. 7-12 at New York City. More than 700 delegates from the United States, Mexico, Central America, South America and Canada are expected.

Participating in the program are Frazar B. Wilde, president Connecticut General Life and president American Life Convention, who will preside at the luncheon following the opening ses-

sion; V. C. d'Unger, assistant secretary Lincoln National Life, will be chairman of the life discussion group which meets for two days, and Laurence F. Lee, president of Occidental of N. C., and Peninsular Life and president of the U. S. Chamber of Commerce, who will be the principal speaker at the banquet on the opening day. Serving on the arrangements committee are two life men, Mr. d'Unger and Jesse W. Randall, president of Travelers.

Guest speakers also include Superintendent Alfred J. Bohlinger of the New York department and Mayor Vincent Impellitteri of New York City.



EMORY RUDD

*107 sales in my first 99 days...*

Mr. Chas. E. Becker, President  
Franklin Life Insurance Company  
Springfield, Illinois  
Dear Mr. Becker:

Today marks the 99th day of my association with Franklin, after 18 years with another company as Agent and Assistant Manager; and the results are amazing. I have forwarded one hundred and seven (107) sales, in the amount of \$327,383.00.

I find that my First Year commissions on this business amount to \$5,415.94. You can see why I am amazed, because in my best previous full year I earned \$6,562.00. As I have been working in exactly the same area as previously, it is apparent that the main difference must be the incomparable exclusive Franklin savings plans.

I appreciate very much the warm personal helpful attitude which is conveyed in every instance where the Home Office has found it necessary to contact me. This same helpful feeling is generated in letters to policyowners, and I cannot help but comment upon this wonderful evidence of Home Office support, which indicates the friendly Franklin is truly an Agent's company.

My whole family enjoy the greater freedom made possible by our type of operation, and with the greatly increased income possibilities, we are looking forward to a long and happy future with the Company.

Cordially yours,  
Emory W. Rudd



*The Friendly*

**FRANKLIN LIFE INSURANCE COMPANY**

CHAS. E. BECKER, PRESIDENT

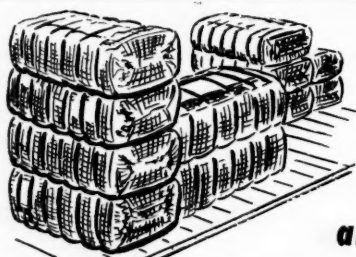
SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over a Billion Dollars of Insurance in Force

\$205,000,000 gain in insurance in force during 1951



## EIGHT BALES...

**and they didn't  
believe so much cotton could be grown**

So astounded was the customs house in England, in 1764, when eight bales of cotton were imported from Charleston, South Carolina, that the cotton was seized on the grounds that the American colony could not have grown that much.

Wonder what those same men would do today if they were told that over a half-million bales of cotton are used annually in this country for making men's shirts alone! Although cotton acreage has decreased, better farming practices, including mechanization and soil conservation, have made Southern land the producer of more and finer quality long-staple cotton per acre.

Perhaps some people today would say that the benefits offered in a life insurance policy are not possible. But Liberty Life has been proving for over 47 years that financial security and protection can be secured at reasonable rates. The sound management of the company and qualified representatives are helping the people of the Southeast to obtain the essential benefits of life insurance.



### LIBERTY LIFE

INSURANCE COMPANY

Home Office

GREENVILLE, SOUTH CAROLINA

Over \$500,000,000 Insurance in Force



## Complete- personal insurance service!

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Life                               | <input checked="" type="checkbox"/> Group          |
| <input checked="" type="checkbox"/> Health                             | <input checked="" type="checkbox"/> Salary Savings |
| <input checked="" type="checkbox"/> Accident                           | <input checked="" type="checkbox"/> Franchise      |
| <input checked="" type="checkbox"/> Hospitalization                    | <input checked="" type="checkbox"/> Wholesale      |
| <input checked="" type="checkbox"/> Medical and Surgical Reimbursement | <input checked="" type="checkbox"/> Brokerage      |
|  | <input checked="" type="checkbox"/> Reinsurance    |

Registered Life Protection

## Republic National Life Insurance Company

Theo. P. Beasley, President

Home Office: Dallas

Life insurance in force exceeds \$387,000,000.00

## Society of Actuaries Launches First Impairment Study Since War

What is probably the largest actuarial study of physical impairments ever undertaken, is now under way in the life insurance companies, embracing 15 years experience under nearly 400 classes of impairments and the tabulation of many millions of entries.

The study is being made by the committee on mortality of the Society of Actuaries. It is the first major statistical study of medical impairments made since before the recent war, the manpower shortage of the war years having made it necessary to suspend such work.

The extensive studies are among the important contributions that life insurance makes to better health in the United States and Canada. They have been made periodically since the turn of the century and have provided a wealth of statistical data, not obtainable from other sources, to supplement clinical knowledge of health factors. In the case of many impairments recorded on life insurance applications, clinical medicine would not be able to follow equally large numbers of patients for long periods and trace them until they died.

### Covers Most Impairments

The current study will cover practically all physical impairments except abnormal blood pressure and abnormal build. The results of this undertaking will be presented in such a way as to relate the deaths among policyholders with impairments as recorded in the applications for policies when purchased, to what the deaths would have been if the applicants had been normal risks.

Policyholders of companies representing three-fourths of all life insurance in the United States and Canada will be covered. The study will cover primarily the experience under policies issued between 1935 and 1949, traced through 1950. Included will be 132 groups of impairments and medical histories, further subdivided so as to comprise 388 classifications in all.

Among the more important groups of impairments being investigated are: heart murmurs, rheumatic fever and arthritis, rapid or irregular pulse, personal history of tuberculosis, gall bladder disorders, gastric and duodenal ulcers, renal colic, albuminuria, glycosuria, goitre, blindness, deafness, neurasthenia, hysterectomy and similar operations, family history of cardiovascular-renal disease and diabetes.

The findings are expected to permit conclusions to be drawn as to the mortality experienced in recent years for a wide variety of medical impairments. It is known that the general level of mortality has changed radically in the past 15 years. It is believed that the mortality among persons with different medical impairments has been affected in varying degrees. Probably, in the case

of impairments coming under treatment by newly discovered methods, the mortality experience has improved markedly, but where relatively little progress in treatment has been made, the impairments have shown little mortality change. The new study should produce facts on this.

The last comprehensive medical impairment study made was one in 1929, based on the experience under policies issued in the preceding 20 years. That included 122 groups of impairments. Two smaller studies were made later, one in 1936 and the other in 1938.

A study published in 1940, covering mortality experience according to blood pressure readings, showed, among other things, that there was a much higher death rate from heart diseases among persons with higher than average blood pressure recorded at the time they took out their policies, than was the case among persons with normal blood pressure.

## Federal Employee Premium Deduction Disapproved

WASHINGTON — The budget bureau has reported unfavorably on Rep. Miller's bill to authorize salary deductions from government employees for life, health, accident, hospital and medical premiums.

Assistant Budget Director Staats said the bill introduces a philosophy under which government would act as financial agent for private insurance business.

"It has been argued that any benefits that might accrue to the insurer under this bill would be passed on to the insured," Mr. Staats wrote. "While this represents a good selling point, there is considerable doubt that in actual practice these benefits could be identified. However, it is reasonable to assume that both the insurer and insured will be benefited if the government acts as their financial agent."

Staats pointed out government collection service would be furnished at general taxpayers' cost, and the bill would establish a precedent for authorizing similar collection for other purposes and would greatly increase government agency expenses.

## 50 Attending C.L.U. Institute at University of Connecticut

STORRS, CONN. — Nearly 50 insurance men from as far away as Texas are now on the University of Connecticut campus to attend the C.L.U. Institute. Two major topics are being considered this year—the legal and insurance problems associated with the closely held corporation and the growing field of mass coverage.

The faculty for the institute includes Laurence J. Ackerman, dean school of

## Form New Texas Company; Painter Named President

Hilton Painter was named president of the new Texas Empire Life of Dallas at the first meeting of the board. The directors chose Charles P. Storey as general counsel, Dr. Glenn Terry as medical director and P. V. Montgomery as consulting actuary.

The new company is the 50th legal reserve company to locate at Dallas. It was granted its charter on July 31, and has been established with a capital of \$100,000 and surplus of \$150,000. The home office is in the Kirby building, 1509 Main street.

Mr. Painter was vice-president and agency director of State Life of Texas until that company's business was re-insured by United Fidelity Life in 1949. He was in personal production until this spring when he started forming the new company.

Mr. Storey is a partner in the law firm of Storey, Armstrong & Steger. He is immediate past president of the Junior Bar Assn. of Dallas.

## EXECUTIVE VICE PRESIDENT

A medium sized life company has this immediate opening. This position demands a man with a proven record of administrative ability. The man who can manage this company—and it is not an easy job—can name his own salary.

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Business Administration of the university; Joseph Trachtman, professor of estate planning, New York University; Barton E. Ferst, attorney, Philadelphia; Milton Young, attorney, New York City, and Robert J. Lawthers, New England Mutual, Boston.

Others on the staff include Denis B. Maduro, attorney, New York City; Martin R. Gainsbrugh, chief economist, National Industrial Conference Board; James Elton Bragg, manager Guardian Life, New York City; Willard E. Solenberger, consultant and assistant to director, Social Security Dept., UAW-CIO, Detroit; Dr. Walter C. McKain Jr., associate professor of rural sociology, University of Connecticut, and Dr. S. S. Huebner, president, American College.

## Put Finishing Touches on Card for Claim Group

Finishing touches have now been put on the program for the convention of International Claim Assn. at the Homestead, Hot Springs, Va. Sept. 15-17.

Frederick T. Bernhard of Home Life as chairman of the executive committee will call the first session to order and then Ralph T. Heller of Prudential, the president, will take over. Commissioner Bowles of Virginia will give an address of welcome and Mr. Heller will give the presidential address. Harold M. Stewart, executive vice-president of Prudential will give a talk on "Some Life Insurance Problems" and John W. Joannis, assistant secretary of the Hardware Mutuals, will speak on "The Health Insurance Council."

On Sept. 16 the secretary and the treasurer will report and R. Lee Blackwell of the Louisville law firm of Bullitt, Dawson & Tarrant will speak on "The Homicidal Beneficiary and Self-Inflicted Injury." C. Manton Eddy, vice-president and secretary of Connecticut General Life, will give a talk on "Group Insurance Today." That afternoon there will be a group insurance seminar in charge of George W. Lane, Jr., assistant superintendent of claims of Metropolitan Life and that evening the banquet is held.

The group seminar will engage in a full discussion of claims matters in the field group of hospitalization, surgical and medical reimbursement coverage.

On Sept. 17 there will be addresses by James E. Powell, vice-president of Provident Life & Accident on "Accident and Health Insurance—Past—Present—Future" and Dr. Howard A. Rusk, chairman of the department of physical medicine and rehabilitation at New York University College of Medicine, on "America's Number One Problem."

## Political Campaign Exhibit to Be Staged by Travelers

The most complete collection of political campaign memorabilia ever assembled will be on display at the Travelers home office Oct. 1-Nov. 4. Comprising more than 10,000 individual items arranged in a colorful display, the "America Goes to the Polls" exhibit, largest of its kind in the world, is the collection of a Travelers official. It will be augmented by other items borrowed or purchased for this showing.

On view will be significant mementos of every political campaign in the nation's history — starting with seven buttons from Washington's inaugural in 1789 and ranging through the present Eisenhower-Stevenson campaign. Included in the exhibit are badges, banners, busts, buttons, canes, capes, costumes, documents, hats, medallions, pictures, prints, placards, ribbons, sashes, songs, ties and torches.

Designed as a public service in cooperation with the national effort to get out the vote, this dynamic panorama is arranged by campaigns, with all the material for each contest displayed as a unit. The highlights of each campaign

will be described in an accompanying illustrated booklet which will be distributed at the exhibit.

In addition, the exhibit will also include items from the campaign for the presidency of the Confederate States of America and the impeachment proceedings against President Andrew Johnson.

A collection of campaign songs and excerpts from speeches of campaigners from Teddy Roosevelt through the two present contenders has been combined in a special recording which will be played at intervals during the exhibit.

## See Tenn. Department Shift; McCormack May Return

NASHVILLE — Frank Clements, Dickson attorney, was nominated for governor in the Tennessee Democratic primary, equivalent to election, defeating Gordon Browning for his fourth term of two years. Since Clements was backed by E. H. Crump, Memphis political leader, it is certain that there will be a successor to M. O. Allen as insurance commissioner. It is known that

James M. McCormack, who served as commissioner for 10 years prior to the Browning regime, anticipates returning to the position and has so expressed himself to friends in the east.

Due to ill health, Mr. Allen may welcome a return to his own agency in east Tennessee.

L. W. Krikava, supervisor of agencies for Guaranty Union Life of Beverly Hills, Cal., will extend company operations in central and northern California, and in Nevada.

# STEP OUT



## Build YOUR OWN Profitable Agency!

### ...Build with these EXTRA ADVANTAGES of our Prosperity Contract

- EXTRA** Expense-Free Compensation  
Compensation plan is separate from expense. Overwritings — 1st year and renewal — are yours!
- EXTRA** Vested Overwriting Renewals  
Easy-to-attain qualifications entitle you to your renewals whether you live, die or quit.
- EXTRA** \$10,000 Preferred Risk Contract  
Competitive net cost. Attracts many new clients.
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Complete. Adjusted to every need, 10 to 50 years, convertible to permanent forms.
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For Life Men. Top commissions, plus 1st year expense allowance and fully vested renewals.
- EXTRA** Result-proved Direct Mail  
... and other unique sales plans. Make even new agents immediate producers!

and here's what you have to attract good agents

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- Attractive retirement plan
- Success-proven training plans
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Take First Step Today.

If you've had some successful insurance experience and are 28 to 50, write for full details on our Prosperity Contract. Address—

[Russell S. Moore, Manager of Agencies]

### TERRITORIES OPEN:

Agency opportunities are open in these states

Ohio	North Carolina	Michigan
Pennsylvania	Tennessee	Illinois
New Jersey	Kentucky	Iowa
West Virginia	Indiana	California

## The MIDLAND MUTUAL Life Insurance Co.

250 E. Broad Street, Columbus 16, Ohio

## End Cal. Hearings on State Farm Union Issue

Hearing has now been completed at San Francisco on the appeal by the CIO, of a National Labor Relations Board ruling that agents of State Farm

Mutual Automobile and State Farm Life are independent contractors and that a collective election would not be required. The hearing at San Francisco was before Jerome H. Brooks, NLRB trial examiner. Final witness was A. W. Tompkins, agency vice-president of State Farm. He testified under examination

by Jay Darwin, CIO attorney. The CIO lays much stress on the fact that State Farm took steps in 1945 to bring their agents under the federal social security system.

The NLRB ruling that the State Farm agents are independent contractors and hence do not come under the national labor relations act was given last March 20. The CIO then submitted a petition to set aside that verdict on the ground that additional evidence was available to support the contention of the CIO that the State Farm agents are under the economic necessity of being dependent on the State Farm for their livelihood. This petition was allowed and the hearing has now been concluded on the additional evidence.

## HELP! HELP! HELP!

HOME OFFICE HELP WANTED IN HAWAII.  
WE'RE GROWING FAST AND GROWING STRONG.  
WE'RE EXPANDING OUR HOME OFFICE STAFF — WE NEED:

- 1 CHIEF UNDERWRITER (ORDINARY DEPT.)
- 1 ASSISTANT UNDERWRITER (ORDINARY DEPT.)

## WE WANT YOU . . . AS CHIEF HOME OFFICE UNDERWRITER IF . . .

1. You are a thoroughly experienced underwriter below the age of 50.
2. You have had at least some actuarial experience and accounting experience in Life Home Offices and can prepare an annual convention statement.
3. If . . . you have been blocked in your efforts for promotion and are looking for a Home Office opportunity of a lifetime with good pay and excellent prospects for attaining an officership as either secretary or comptroller with fastest growing Life Company in the Pacific.
4. If . . . you would like to live and work in the most beautiful part of the United States . . . Hawaii . . . in American surroundings with the most wonderful Springtime climate the year round . . .

## THEN . . . YOU'RE OUR MAN.

Write at once, but write fully, giving complete personal history and experience background to . . .

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SAFE • SOUND • SECURE  
Hawaii's first Hawaii-owned Life Insurance Company  
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## OPPORTUNITY

A large Southern life insurance company is looking for a qualified man to head up its credit insurance department. If you are the man, this opportunity will interest you. Write M-79, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill. All correspondence confidential.

## Real Estate Investment Up in First Half of 1952

Life companies increased their investment in commercial and industrial real estate during the first half of this year by \$99 million, bringing the mid-year holdings of this type to \$905 million, Institute of Life Insurance reports.

Total real estate holdings of the life companies were \$1,693,000,000 June 30, a rise of \$76 million since the start of the year. Rental housing accounts for \$357 million and company-used properties \$383 million.

## Des Moines C.L.U. Elects

Frank L. McCormick, general agent of Equitable Life of Iowa, has been elected president of the Des Moines C.L.U. chapter. H. H. Holt, Aetna Life, is vice-president, and Harold C. Myhre, Northwestern Mutual, secretary.

## Plan Blue Cross Expansion

A meeting of the directors of the Memphis Blue Cross has been called for Sept. 3 to consider extension of Blue Cross coverage to retired persons, unemployed, and self-employed, according to W. W. McCrary, Jr., executive director. At present the coverage is available only in group contracts to firms employing five or more persons.

## Institute Qualifies 38

E. W. Jamieson of Prudential, secretary-treasurer of the joint education and examination committee of the Home Office Life Underwriters Assn. and Institute of Home Office Underwriters, has announced the 1952 examination results. A total of 131 papers were graded this year. Of the 74 candidates 54 passed part I, and 40 of the 57 candidates passed part II. Certificates of proficiency will be awarded to 38 home office life underwriters who have passed both parts of the underwriting examination. Eleven L.O.M.A.I. fellowship students who passed both parts qualify for certificates of proficiency.

## Large Cal. Group Plan

Pacific Mutual Life is underwriting the group insurance plan for Southern California Pipes Trades Trust Fund. The plan is intended to cover 12,000 members and dependents of Southern California Pipefitters. Employer pays the entire cost of the plan of coverages which includes life, accidental death and dismemberment, hospitalization, surgical, medical and polio benefits.

## Parris Reaches Million

George E. Parris, general agent at Philadelphia for Bankers National, is receiving congratulations on reaching the \$1 million mark in 1952. He passed that figure in July and ended the first seven months with a volume of \$1,373,000. He joined Bankers National in 1940 and is a life member of the Million Dollar Round Table. He has also earned the national quality award every year since its inception. The above production does not include group or pension plans.

## 20% of Teachers' Market Sign Up for Equities Plan

About 20% of Teachers Insurance & Annuity's 600 cooperating institutions have already voted to participate in the College Equities Retirement Fund, Teachers' affiliate which invests in stocks. The purpose is to provide retirement incomes that will keep more closely in step with the changes in the value of the dollar by dividing contributions between regular annuities and CREF.

It is Teachers' estimate that by the end of the next 12 months premium income to the fund will be in the neighborhood of \$2 million and that in two years 75% of the cooperating institutions will be participating in CREF.

For legal reasons and to distinguish between its regular annuity contracts, CREF will issue "certificates" rather than contracts or policies. A novel feature of it will be a synopsis, on the first page, of the provisions of the certificate itself. The aim of this is to provide the certificate-holder with a description that he can understand readily, while the technical wording of the contract is in the remainder of the document, where he can read it if he wants to.

## Writes Big Coast Group

Pacific Mutual Life is writing a group plan for Southern California Dairy Industry security fund, which covers about 11,000 members and dependents of the Southern California Dairy Industry teamsters. Coverage includes life, hospitalization, surgical, medical, maternity and polio benefits.

## Honor Jacobs at Milwaukee

Kenneth W. Jacobs, general agent at Milwaukee of Connecticut Mutual Life, was honored at a dinner there on the 20th anniversary of opening of the agency. President Peter M. Fraser praised the work done by Mr. Jacobs in the Milwaukee area.

## WANT ADS

Rates \$13 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline Tuesday morning in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER  
Life Insurance Edition

## ACTUARIAL ASSISTANT

An excellent opportunity with a progressive life insurance company in Baltimore, for a young man who has completed at least two actuarial examinations and has had some experience in Actuarial work. Write stating full details of experience, training and personal data, sending photograph if available, and salary expected. All information will be held in confidence. Address M-77, The National Underwriter, 175 West Jackson Boulevard, Chicago 4, Ill.

## WANTED

### Premium Department Head

Someone who has had actuarial experience to take charge of the Premium Department of a midwest Life and Accident & Health Insurance Company, located in a popular vacation section of the country. Inquiries confidential. Write—Rushmore Mutual Life Insurance Company, Rapid City, South Dakota.

## ACTUARY WANTED

Preferably between the ages of 35 and 45. For executive position in a Pension Consulting Firm. This company has been in the pension field for sixteen years and is well established. An excellent opportunity for right person. Address M-76, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

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## Bankers, Nebraska Seeks Rehearing of Pension Suit

The Nebraska supreme court has been asked by Bankers Life of Nebraska for a rehearing of its litigation over a company retirement plan. The company charges the court with misinterpreting the intention of the legislature in the use of the term "employee" in the enabling act. The company cited evidence to indicate that the bill, passed in 1945, was meant to include officers as well as employees.

The court has ruled that the Bankers Life retirement plan, the validity of which was challenged by certain policyholders, could not extend to officers. Since this decision, suits have been filed against three other life companies on similar grounds.

United Benefit Life of Omaha is the latest to be sued. Policyholder Jean Ahern is bringing suit on behalf of herself and an alleged 150,000 other policyholders. She asks that the retirement plan be invalidated, than an accounting of funds paid out for officers' retirement be made, and that the money be returned to the company's assets. Besides the company itself, defendants in the latest suit are G. J. Cleary, Jr., president; Miles Schaefer, vice-president and secretary, and Neil L. Criss, treasurer.

## SMU. Institute to Hold Managers Conference; Free

A three-day managers' seminar will be conducted, without charge, by the Institute of Insurance Marketing at Southern Methodist University at Dallas, Sept. 11, 12 and 13. Conducted by A. R. Jaqua, institute director, and his staff, the seminar is designed for general agents, managers and supervisors. Purpose of the course is to familiarize these men with the training offered by the institute.

The course originally was requested by one company planning to orient new managers in "what and how the institute teaches and trains," and, with permission of the requesting company, the managers' seminar has been opened to the industry. Meetings will be held in an air-conditioned room in the new Science building on the SMU campus. Enrollment will be limited to 40 persons.

## Drake Rounds Out 50 Years

James M. Drake, president of Empire Life & Accident of Indianapolis, is celebrating his 50th year in insurance. He has been president of the company since 1935, advancing from vice-president on the death of his brother, Charles S. Drake. He started as an agent of Industrial Health & Accident, now known as Life of Georgia. In 1908 he and his brother launched Empire Health & Accident, which later became Empire Life & Accident.

## Merger Decision Deferred

A proposal for absorption of North American Mutual of Wilmington, Del., mail order A. & H. insurer, by Life Ins. Co. of North America was considered at a meeting of policyholders of the former company but the meeting was adjourned to Sept. 25.

## Record for Republic Nat'l

Republic National again broke all company records for production in June. Total life production was \$14,280,284, with A. & H. premiums totaling \$91,062.24.

The Abilene agency, headed by Roy M. Kunkel, won the President's Trophy for outstanding production in exceeding its quota for the month by the largest amount. The Belle Fourche, S. D., agency, A. W. Grapes, manager, was second on the quota basis. In actual volume

the Dallas agency, managed by Charles E. Shedd, led.

Top individual life producer for June was Jack Oltorf of San Angelo, with Guyn M. Pannell of Abilene second and Mr. Grapes was third. Top producers of A. & H. were C. G. Hyden, Davis, Tex.; Raul Gomez, Brownsville, and Claude Harshaw, Duncan, Okla.

John A. Miller, supervisor for the Hill agency of Aetna Life at Toledo, has been appointed an instructor at the Aetna Life school at Hartford. He has been with the Hill agency for three years.

## Total Investment Decreases in First Half; Bonds Up

The largest block of life company investments went into corporation bonds with a total of \$2,422,000,000 in the first six months of 1952, almost a 20% increase over the same period a year ago, according to Institute of Life Insurance. Three-fourths were industrials and the balance were rails and public utilities. Corporate bond holdings were \$26,801,000,000 on June 30, up \$1,664,000,000 since Jan. 1.

Stocks acquired during the first half

totalled \$103 million, 25% less than a year ago. The decline was entirely in common shares.

New mortgages were \$1,973,000,000, a decline from a year ago. Aggregate mortgage holdings were \$20,335,000,000.

Total acquisitions of securities and mortgages in the first half were \$6,908,000,000, a decrease of 36% from a year ago. However, these holdings increased more than last year, indicating a reduction in maturities and replacements.

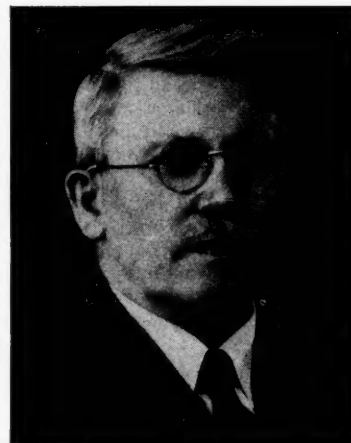
Life Insurance Assn. of America has issued the printed proceedings of its annual meeting held last Dec. 11-12.

## ON THE OCCASION OF THE 25th ANNIVERSARY OF The American College of Life Underwriters

WE SALUTE

Dr. Solomon S. Huebner

and his associates — past and present — for the service of inestimable value they have rendered to the life insurance industry and to the American public.



The American College has established an educational standard for the profession of life underwriting and has encouraged and supervised a training program that has resulted in more efficient service to the 86 million policyholders in the United States today.

The Massachusetts Mutual has long supported the program and the work of the American College. Each year the company contributes to the Cooperative Fund for Underwriter Training. One hundred and forty-three of our representatives hold the coveted Chartered Life Underwriter designation, and seventy-five more have passed one or more examinations.

As the College moves into its second quarter century, we of the Massachusetts Mutual family extend our best wishes for continued growth and success.

*Massachusetts Mutual*

ORGANIZED 1851

LIFE INSURANCE COMPANY  
SPRINGFIELD, MASSACHUSETTS

Owned by its policyholders — Operated for them.

## EDITORIAL COMMENT

### Cavalier Treatment of Widows

Prof. Sumner H. Slichter of Harvard displays an alarming willingness to toss to the wolves those who are living on life insurance proceeds, annuities, and other fixed income obligations. Writing in the current Harper's magazine, he pooh-poohs the "uncritical and almost hysterical fear that the thought of inflation arouses."

Dr. Slichter, of course, in not for wild, out-of-hand inflation but wants a moderate variety—about two or three % a year. Presumably this would be brought about by government manipulation of money and credit but he doesn't

say how this would be done. He concedes that even the small inflation that he advocates "is sufficient to cause substantial injustice" to people living on pensions, life insurance, savings bank deposits, and other fixed incomes but he feels the good will outweigh the bad at any rate.

This offsetting effect will undoubtedly seem entirely fair and equitable to widows trying to raise a family on life insurance proceeds that would have been adequate had it not been for the inflation that Dr. Slichter is endeavoring to make respectable by his advocacy.

### A Step Toward Simpler Policy Language?

In issuing certificates to participants in its new College Equities Retirement Fund, Teachers Insurance & Annuity is adding a novel touch to the form of the contract, the result of which will certainly be watched with interest by insurance company executives. CREF's plan, which has the New York department's approval, is to make page 1 of the certificate a synopsis in layman language of the more detailed provisions, which will be in the succeeding pages.

If the plan is well received by the certificate-holders and does not involve a significant amount of litigation, it might well be the answer to the often-heard criticisms that insurance policies are so full of legalistic phraseology that it takes a good lawyer to understand one.

In drawing their policies insurance companies have long been under pressure from two jaws of a vise: the sales and public relations advantage of simple, readily understood language and the desire to make sure the contracts will stand up in court.

Naturally, a company would prefer to couch its contracts in simple, folksy language that any reasonably literate policyholder could understand. Unfortunately there are always a few who seek to twist the meaning of plain English to their own advantage and in fairness to all policyholders an insurance company has no choice but to try to make its contracts as rat-proof as

possible.

This means using what sounds to the layman like legal double-talk even though its only purpose is to say what is to be said in language that cannot be misinterpreted by even the most devious mentality. It becomes practically obligatory to use language that the courts have interpreted and usually this is vastly different from what the average non-lawyer is accustomed to coping with.

It will be interesting to see how far the sharpshooters get in any attempts to say that the language on the face of CREF contract should override the specific provisions inside when they feel the synopsis can be twisted, because of its simpler language, into an interpretation more favorable to the certificate-holder than can the actual language of the contract.

If the synopsis idea stands the test of litigation, it may point the way to satisfying the public pressure for simpler language in insurance contracts. Actually the pressure is not so much from the public but from public-relations minded insurance people who realize that a lot of effort to build up goodwill for a company and the insurance business can be offset by framing the insurance contract in language so complex and difficult to understand that the public is all too prone to believe that insurance contracts are aimed at taking away in the fine type what they promise in the big type.

### Going Out on Stormy Days

Many of us are prone to stay indoors on stormy days. Yet it is a good time to be out among customers and prospects. They, too, seek the indoors when the weather is inclement. People usually

have more time on stormy days to listen than on any other occasion. Many insurance salesmen, therefore, take advantage of days when it is disagreeable outside to seek those who stay in.

## PERSONALS

Asa Kelly, who has been special legal adviser to Commissioner Navarre of Michigan, has left that post to join the Lansing law firm of Ballard, Jennings, Bishop & Fraser.

Sidney Salomon, Jr., head of the Salomon-Hannegan-Portnoy general agency of Crown Life of St. Louis and former treasurer of the Democratic national committee, has stated that he is not in the running as a director of the Democratic campaign in Missouri. Although mentioned as a choice, Mr. Salomon has stated positively that he could not accept a state office in the campaign.

James B. Irvine, Jr., manager of National of Vermont at Chattanooga, has been elected a member of the board of education of the town of Lookout Mountain where he resides.

President R. J. Wetterlund, who pitched the first two innings, and other officials of Washington National starred in a softball game in which the "old timers" defeated the company's regular softball team 22-16, after it had won the championship of the Evanston, Ill., softball league.

### Korean War Death Claims Only 1/2% of Total Benefits

Life insurance death claim payments on Korean war casualties during the two years following the outbreak of hostilities are reported by Institute of Life Insurance to exceed \$16 million. More than 13,000 policies were involved in the claims reported in the 24 months ending June 25. The Korean war claims paid represented about 1/2% of total death benefits paid by the life companies in the two years.

### Iowa Veterans Continue Test Case With Appeal

DUBUQUE, IA.—Three Iowa war veterans have appealed the federal court decision of June 4 that they must repay the government for premiums and interest due on lapsed commercial insurance policies. The three, members of the Iowa national guard taken into federal service, appealed their case to the circuit court of appeals, thus continuing the test case that could affect many World War II veterans.

### \$1 1/4 Million Premium

Pacific Mutual has just deposited the largest check for annual premium ever received in its group department, from the Richfield Oil Co. The amount is \$1,125,000 and covers the oil company's pension plan now in its seventh year.

### Colonial Report Cited

For the third successive year Colonial Life has received an honorable mention citation from Financial World magazine for the form and content of its annual report. There were 5,000 reports submitted.

### Ackerman Article Published

The current Harvard Business Review contains an article, "Retirement Programs for Industrial Workers," of which Dean L. J. Ackerman of the

University of Connecticut school of business is co-author. Mr. Ackerman gave highlights of this report in his talk at the recent annual meeting of the Million Dollar Round Table. It was reported in THE NATIONAL UNDERWRITER for July 11.

## DEATHS

### I. M. Hamilton Dies; Insurance Veteran

Isaac Miller Hamilton, 87, chairman of Federal Life and one of the real veterans in both the life and A. & H. fields, died at his home at Chicago. After early experience in merchandising and the practice of law, he founded Federal Life in 1900 and served as its president until 1939, when he became chairman. He was also chairman of Lake Shore National Bank of Chicago.



I. M. Hamilton

Col. Hamilton was the last survivor of the founders of American Life Convention and served as its president in 1910. He was one of the organizers and chairman of Assn. of Life Agency Officers, which established Life Insurance Sales Research Bureau, both organizations being merged into Life Insurance Agency Managers Assn. He also assisted in the organization of American Service Bureau and Insurance Economics Society. He had been active in H. & A. Underwriters Conference since its early years and was president in 1918-20. He had served in the Illinois state senate and was prominent in Republican politics. He was president of both Illinois and National Republican Leagues.

### Son-in-law Executive V. P.

His son-in-law, Spencer R. Keare, is executive vice-president of Federal Life.

Just two hours before his death Monday afternoon he had talked on the phone to President Leo Cavanaugh of Federal Life. Mr. Cavanaugh had called just to have a chat; Col. Hamilton reported that he was uncomfortable, and upon hearing this from Mr. Cavanaugh Mr. Keare went to Col. Hamilton's apartment and was there at his death.

For many years Col. Hamilton officiated at closing ceremonies of the American Life Convention gatherings. This was in the nature of a benediction. It came to be a period of A.L.C. sentiment year after year. His last such appearance was in 1950.

Col. Hamilton surrounded all of his activities with a sense of importance. He was never casual. He had a great variety of interests, not the least of which was bridge which he played with skill and zest. He was a great conversationalist and was never too hurried to complete the outlining of an idea telling of an anecdote or two or three. He was a man of determination and one who proceeded to give substance to his decisions and shape to his objectives in a commanding way.

Col. Hamilton was born at Ash Grove

## THE NATIONAL UNDERWRITER

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in Iroquois county, Ill. His father operated a general store there and Col. Hamilton, at the age of 16, formed a partnership with a man twice his age in a store business. This partnership prospered and they expanded also into the banking field. They developed a chain of banks and stores in Illinois and Indiana. Their principal establishments were at Cissna Park, Ill. Col. Hamilton commenced reading law and he was admitted to the bar at the age of 24. He developed an extensive law practice downstate. He sold some life insurance at Cissna Park and helped in forming a camp of Modern Woodmen there. Then in 1899 he moved to Chicago to engage in the practice of law. He served in the state senate from 1896 to 1900.

He won the title of colonel as a member of the staff of Governor Dick Yates. Shortly after he went to Chicago, a chain of circumstances developed that eventuated in his completing the formation of Federal Life and going in as its president.

J. E. Griffin had been trying to promote Federal Life at Chicago, but was making little progress. A Dr. W. G. Stearns, whom Col. Hamilton had been instrumental in having appointed as head of a state institution, introduced Mr. Griffin to Col. Hamilton. Dr. Stearns was interested in becoming medical director of the new company and he wanted Col. Hamilton to help get the company started. Col. Hamilton agreed to invest \$5,000 and he was solicited to become treasurer of the company. D. B. Anger was slated to be the president. As time went on there was little progress in the financing of it and Mr. Anger and Mr. Griffin asked Col. Hamilton to take the presidency and to take the initiative in raising the rest of the capital. Col. Hamilton agreed and went down state among his old friends and got the rest of the money in 48 hours. He put most of these men on the board, and at first there were 30 directors. He served as president until 1939, when he became chairman.

**ALFRED G. TAYLOR**, 58, retired manager of Metropolitan Life at Joliet, Ill., died there after a heart attack. Before going to Joliet he was an assistant manager of Metropolitan at Chicago.

**FRED G. WOLFINGER**, 68, retired secretary-treasurer of Central Life of Des Moines, died at Iowa Methodist hospital there. He joined Central Life in 1908 as a bookkeeper in the accounting department and became secretary in 1918. He retired in 1950.

**RALPH L. CAMP**, 36, a director and department manager at the home office of Domestic Life & Accident of Kentucky, died at Louisville General hos-

pital from a skull fracture, believed suffered at the hands of an unknown assailant. Mr. Camp was an agent for the company at Toledo for six years before going to the home office in 1946.

**GRADY CARY**, 74, who was general counsel of Commonwealth Life for 35 years before his retirement seven years ago, died at Louisville. He was a graduate of Centre College, received his law degree at University of Virginia in 1900 and started the practice of law at Louisville shortly afterward.

**AUBREY S. HOOK**, 47, president of American Christian Life, Fargo, N. D., died after suffering a stroke.

## Life Advertisers Prepare for Their Montreal Meeting

With "Meeting Today's Challenge" as its theme, the 1952 annual meeting of the Life Insurance Advertisers Assn. will convene Sept. 29 at Montreal, Quebec for three days of conferences, panel discussions and addresses.

This will be the second time in L.A.A. history that the annual meeting will be held in Canada. The first was held in Quebec in 1947. Convention headquarters will be at the Sheraton-Mount Royal. A large registration is anticipated. More than 200 companies are members of the association.

General chairman of the Montreal meeting will be Morgan S. Crockford, secretary to the Excelsior Life of Toronto. Mr. Crockford is vice-chairman of the public information committee L.I.A.M.A., a member of the services study committee of the Life Office Management Assn. and a member of the educational committee of the Life Advertisers Assn.

Several thousand pieces of advertising and sales promotion material will be on display at the exhibit which will be a feature of the meeting.

### Group, A. & H. Classifications

Eighteen classifications of exhibit material will be entered by the advertising, public relations and sales promotion departments of the 220 member companies of the association. Two of the classifications are new this year, group coverages, comprising any campaign or related pieces of material designed to advertise or promote the sale of group coverages, or to serve insured employers and employees, and personal A. & H. material designed to advertise or pro-

(CONTINUED ON PAGE 15)

# OBSERVATIONS

## Sees Duty to Pre-Retirants

Commenting on an editorial on compulsory retirement ages in the July 11 issue of THE NATIONAL UNDERWRITER, Vice-president George E. Johnson of Teachers Insurance & Annuity says: "I personally think that it is an obligation to the insurance companies to alert the employer and employees to a realization that the establishment of a retirement plan does not solve all retirement problems—that through pre-retirement counseling and other measures both the employee and the employer can help prepare the employee for a happier period after the termination of employment. I am convinced that unless the life insurance companies give this subject more attention, they will be criticized more and more. I have already passed along certain criticisms to the Institute of Life Insurance for their consideration."

While at the President's conference on aging in 1950, Mr. Johnson ran into a strong expression of opinion criticizing life companies for fostering plans with a compulsory age 65 retirement. Mr. Johnson was impressed by the fact that there were too few life insurance people present, in view of the scope of this conference; there had been no authoritative study of the subject of compulsory retirement; the problem of compulsory retirement is only a part of a much larger subject involving how people live through the latter part of life; and the word "retirement" is frequently used with different meanings—for example it may mean any degree of lessened activity, from leaving a corporation's regular payroll to complete inactivity.

Mr. Johnson has long been interested in the entire subject of retirement and he says there is a rapidly growing interest in the welfare of older people, as it has become more and more apparent that the mere provision of money to live on after leaving one's regular job is by no means the answer to the broad questions that are involved. He has made a number of talks and participated in forums on the subject and is the author of an article, "Is a Compulsory Retirement Age Ever Justified?" in the July, 1951, issue of the Journal of Gerontology. Anyone interested in having a reprint of the article can obtain one by writing to Mr. Johnson at 522 Fifth avenue, New York City.

## Is Life's Gain Casualty's Loss

Casualty companies writing A. & H. business have been watching the increasing number of life company converts to A. & H., wondering to what extent this will affect the A. & H. business done by casualty insurers. There is considerable reason to believe that the entry of additional life companies into A. & H. will increase the total amount of such business written rather than taking away from the casualty companies any great amount of A. & H. business that they are currently getting or would be likely to get.

The A. & H. market is so far from being saturated that life insurers could develop a vast amount of business without making any great inroads into the casualty companies' bailiwick. The chance that a life agent and a general insurance man will be competing for the same prospect's business is mathematically pretty remote.

Should the life companies, however, drain off any large share of the casualty companies' business it would be somewhat difficult for the casualty insurers to resist the trend, because most casualty companies have never made a very intensive, aggressive effort to go after A. & H. business in the sense that life companies go after life insurance business, with the exception of course of those casualty companies that are also in the life business or have life affiliates. Casualty companies sell A. & H. through local agents and for 99% of the latter, their fire and casualty lines other than A. & H. so far overshadow A. & H. premium income that A. & H. is small potatoes.

If a casualty company found its A. & H. business slipping noticeably and wanted to save it, it would probably have to develop a small corps of specialists to work constantly as A. & H. field men with local agents. Some companies have already tried this plan at one time or another and found it successful.

Even if the life companies were to make serious inroads into the casualty insurers' A. & H. business, the consequences would depend on whether the casualty company regarded its A. & H. business as worth making a fight for and second, in case it did, how effectively it would be willing to organize for it.

# CENTRAL STANDARD LIFE

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**All forms of Life • Accident & Health**

**ALFRED MACARTHUR**  
Chairman of the Board

**E. H. HENNING**  
President

## LIFE AGENCY CHANGES

### Green Illinois Supervisor of General American

General American Life of St. Louis has named Kenneth J. Green as agency supervisor for Illinois.

Mr. Green has been with General American since graduation from Illinois college in 1934. Beginning as an accountant in the investment and group divisions of the company, he graduated to the group underwriting department as a junior underwriter in 1936 where he remained until his entry into military

service in 1942.

Soon after his return from service in 1946 he was named manager of the application section, and in 1951 was made an assistant to Richard H. Bennett, supervisor of the St. Louis agencies.

### Owens to Head New District

Donald H. Owens has been promoted to manager of the Pomona district agency which has been newly established at Pomona, Cal., by Prudential. His office will be opened on Sept. 1 at

187 West Holt avenue, and will serve as headquarters in eastern Los Angeles county and southwestern San Bernardino county.

Mr. Owens is a graduate of the University of Nebraska. He started with Prudential in 1939, as a district agent at San Diego. He was promoted to staff manager in that agency in 1948, and in 1949 was transferred to the western home office, Los Angeles, as a training consultant. In 1951 he was promoted to field training manager. He is a navy veteran of the last war.

### Prudential Names Yount Manager at Seattle

Lewis C. Yount has been appointed manager at Seattle for Prudential effective Sept. 1. Well known in Pacific Northwest insurance circles, Mr. Yount was formerly an assistant manager of the Seattle agency in charge of the Tacoma and Olympia areas.

Austin Thayer, present manager, has requested relief from full managerial duties. He will assist Mr. Yount as associate manager, and will devote more time to personal production and supervise brokerage activities.

Joining Prudential as a special agent at Seattle in 1946, Mr. Yount was promoted to assistant manager in 1947. In 1949, he was appointed associate regional manager in the western home office and last year was advanced to regional manager. He is a six-year navy veteran.



L. C. Yount

filled by Nathan C. Barr, who has been manager of district 8 for more than four years.

The new head of district 8, replacing Mr. Barr, is Leonard M. Boorse, who started with the company in 1923 at Philadelphia, and has been for more than 10 years manager of district 11.

George W. Floyd, who will fill the post vacated by Mr. Boorse, has been manager of district 7. He has served in a number of districts and is a veteran of the last war.

### Prudential Moves Kreutzberg

Conrad J. Kreutzberg, manager in Prudential's detached office at Fond du Lac, Wis., has been appointed head of the Escanaba, Mich. district office. He joined Prudential in 1934, was an agent at Appleton, Wis., and staff manager there and later at Oshkosh. He has directed operations at Fond du Lac since 1947.

### Knott Takes N. E., N. Y. Post

J. L. Knott has been appointed group representative for New England and New York City of the Farm Bureau companies with headquarters at New Haven, Conn., where the companies operate a decentralized regional office.

Before joining Farm Bureau in 1951, he was life department manager of the Souder agency of Indianapolis for three years. He previously had been at the home office of Continental Assurance and with the J. H. Pickett agency of Fidelity Mutual at Louisville.

### Tumler Named at Milwaukee

National Guardian Life has appointed E. Wm. Tumler general agent at Milwaukee and opened new offices at 3407 West Lisbon avenue.

### Occidental, Cal., Names Two

J. J. Condran has been appointed assistant manager of Occidental Life of California at San Francisco. He is a graduate of Lafayette College and attended Georgetown law school at Washington, D. C. Former assistant manager for Acacia Mutual at San Francisco, Mr. Condran is a navy veteran of the last war.

James M. Donohoo, former Mutual Life agent, has been named assistant brokerage manager at St. Louis. He is an air force veteran and a graduate of St. Louis University and Washington University.

### Opens 2nd Indianapolis Office

Life of Virginia has opened a second district office at Indianapolis, to be known as Indianapolis No. 2, under the management of Grant Bell, who has been agency training supervisor at the home office.

The new agency will serve all of the city west of Meridian street. East of Meridian street will continue to be served by Indianapolis No. 1 under Paul Cannaley, manager.

### Name Knibbs at San Diego

J. W. Knibbs has been appointed associate general agent for Lincoln National Life at San Diego. He took his new post with W. J. Mecke & Associates on Aug. 1. Mr. Knibbs has been general agent for National Life of Vermont there. He has been active in the formation of the local Life Underwriters Training Council, is a director of the San Diego Assn. of Life Underwriters and vice-president of the San Diego General Agents & Managers Assn.

### Name Kozar in Michigan

Jefferson National has named William Kozar manager at Kalamazoo. He was formerly with Western & Southern and Monarch. He will supervise sales and service in 12 southern Michigan counties.

### Advance Bruce at Oakland

Gilbert S. Bruce has been promoted to assistant manager of the Oakland agency of Prudential. He joined the company as a special agent at Oakland in 1950. Before that he was with the War Assets Administration at San Francisco. He is an army veteran.

### Name Green at Kansas City

Harold W. Green has been appointed district group representative for Massachusetts Mutual at Kansas City. He will be associated with Guy M. Hamm, Jr., group regional manager. Mr. Green is a graduate of Pittsburgh Business Training College and has been with Equitable Society since 1948 as a service supervisor at Pittsburgh.

### Shift Four at Philadelphia

Management changes in four of Prudential's Philadelphia district offices have been announced.

J. Bruce Kenworthy, head of the Philadelphia 13 district, now takes district 7. With Prudential for 30 years, he has spent his entire insurance career at Philadelphia.

Mr. Kenworthy's former post has been

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## SALES MEETS

### Lake Tahoe to be Scene of Pacific Mutual Conference

One hundred top producers of Pacific Mutual will meet at Lake Tahoe, Cal., for a three-day conference and idea-exchange in advanced underwriting. Active throughout the meeting will be Chester Ashford, McFarland, Cal., leader of the sales force and newly named president of the Big Tree Club, the company's leaders group.

Welcome will be tendered by Fred S. Sibley, agencies vice-president, and the sessions will open with comments by Asa V. Call, president. A home office panel discussion of executive heads including Lyman P. Robertson, vice-president and treasurer; George B. Gose, vice-president and general counsel; T. S. Burnett, financial vice-president; Ralph J. Walker, group vice-president; Dr. L. H. Lee, medical director, and Actuary Oscar Swenson, will be featured.

Holgar J. Johnson, president Institute of Life Insurance, will speak on "A Third Party Sales Aid in a Competitive Market." R. Earl Denman, Cincinnati, will introduce a dramatic note when he talks about "Bread and Butter Business to Company Leadership" and Mr. Ashford will follow with "It Takes Conviction."

### Plan Guardian A. & H. Meets

Guardian Life plans a schedule of two-day accident and health field meetings, commencing Aug. 18 to familiarize agents with the company's new A. & H. program, to be inaugurated in mid-September. The program will include both commercial and non-cancellable contracts and hospital expense coverage.

The schedule begins Aug. 18 at Boston, and extends to Sept. 12 at Denver. Each session will be conducted by an agency officer and a member of the company's A. & H. department. Additional meetings will be held in September for individual Guardian agencies on the west coast and in the New York metropolitan area.

### "Trailblazers" Meet

The "Trailblazers," Southern Life's agency club, held its annual convention at Daytona Beach with 75 agents and a number of guests attending. Guests included Commissioner Cravey of Georgia and Deputy Commissioner Faircloth of Florida.

President Rankin Burns outlined company progress for the first six months of 1952 and reported insurance in force of \$52,279,000 and a net gain of \$9,200,000, or more than the gain for the entire year 1951.

Leading agents automatically became officers of the club. President is Wendell H. Burke, Statesboro, Ga.; vice-president is W. M. Winderweede, Albany, Ga.; secretary is J. T. Embrey, Atlanta.

### Provident Qualifiers to Meet

Qualifiers for the 1952 meeting of Provident Mutual's top production club will meet at White Sulphur Springs, Va., the week of Aug. 18. James H. Cowles, vice-president and manager of agencies; Thomas A. Bradshaw, vice-president and general counsel, and F. Phelps Todd, vice-president and insur-

ance supervisor, will preside at the sessions.

Speakers will include President M. Albert Linton, Robert S. Albritton, Los Angeles, and Ray W. Druckenmiller, Allentown, Pa.; Garnett Y. Clark, Indianapolis, and J. Stirling Rickards, Chicago.

Clarence W. Markham, Ann Arbor, will preside over a panel on the company's new business insurance course, and will be assisted by John W. Carnahan, New Castle, Pa.; Thomas F. Irwin, Philadelphia; Robert H. Crowell, Philadelphia, and Jack Wardlow, Raleigh.

### Wis. National Plans Meet of Its Star Leaders

Wisconsin National Life will hold its star leaders conference at Breezy Point Lodge, Brainerd, Minn., Aug. 10-13. Ninety-eight agents have qualified. Guest speakers will include B. N. Woodson, managing director of N.A.L.U.; Carl A. Ernst, immediate past president of International Assn. of A. & H. Underwriters; Burkett W. Huey, assistant director of company relations of L.I.A.M.A., and Bert C. Nelson, Northwestern Mutual, Milwaukee.

## LIFE MANAGERS

### Managers, General Agents

#### Elect Rosenfelt at Toledo

Floyd A. Rosenfelt, Connecticut Mutual, has been elected president of Toledo Life Managers & General Agents Assn.

In life insurance more than 20 years, Mr. Rosenfelt has been general agent for Connecticut Mutual at Toledo since 1944.

### Mid-West Conference Lists Two Additional Speakers

Two more speakers have been announced for the Mid-West Management Conference at French Lick, Ind., Oct. 23-25. John A. Hill, general agent of Aetna Life, Toledo, will speak on "Solving the Problem of the Man Who Is Content to Stay Level" and John A. Erskine, general agent of Mutual Benefit, Pittsburgh, on "Recruiting Plans that Are Working Today."

Speakers previously announced for the conference, which is sponsored annually by Indianapolis General Agents

& Managers Assn., are Dr. S. S. Huebner, American College; B. N. Woodson, managing director of N.A.L.U., and Henry Persons, manager Mutual Life, Chicago.

Theme of the conference, which has been designated as the "Paul Speicher Memorial Meeting," is "Is Management Keeping Pace with the Times?" Conference general chairman is Leo Smith, general agent Massachusetts Mutual, Indianapolis.

### Plan Chattanooga Seminar

Paul H. Russom, American Life, recently elected president of Chattanooga General Agents & Managers Assn., has announced plans for a seminar on recruiting, training and supervision for this fall, with the cooperation of General Agents & Managers Conference of N.A.L.U. T. C. Cross, Prudential, is vice-president, and James Fritts, Metropolitan, secretary.

Charles H. Sears of Milwaukee, who will be 96 in October, has outlived his policy purchased from Mutual Life in 1915 and will receive \$3,070 as his own beneficiary. He was an instructor at Milwaukee State College before his retirement in 1937.

## For A Man's Family

LNL agents like to present our Family Protection Plan to a family man because it offers these advantages:

*Long protection period:* May continue until age 70.

*Flexible protection period:* Can be from 10 to 50 years.

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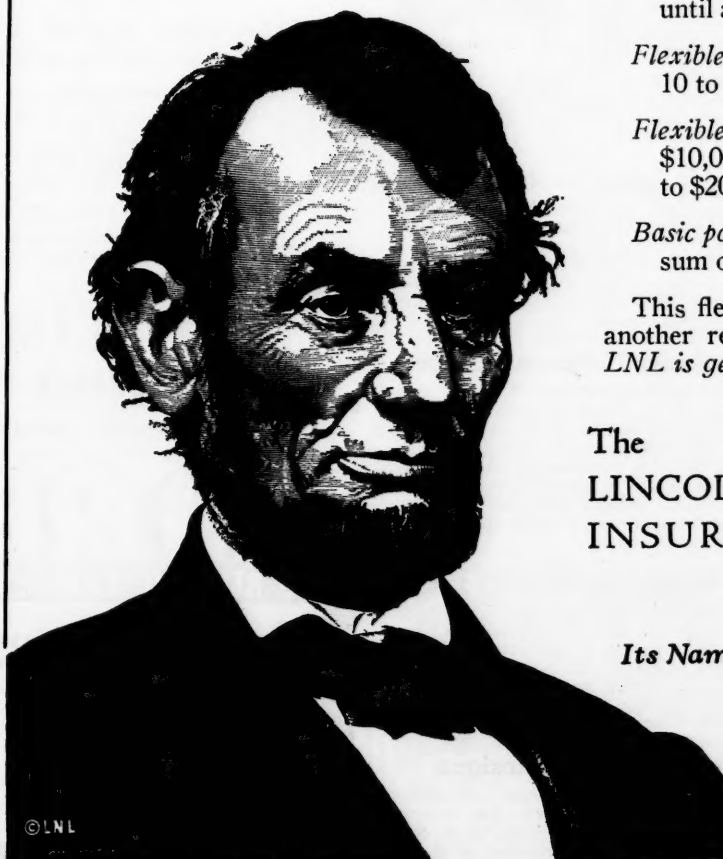
*Basic policy payable at death:* As a lump sum or as income.

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## ACCIDENT AND HEALTH

### Viehmann Tells A. & H. Assn. Stronger Laws Are Needed

The Indiana department will seek passage of the A. & H. uniform provisions law in the 1953 legislature, Commissioner Viehmann told Indiana A. & H. Assn. at a luncheon meeting at Indianapolis.

He reviewed the complaints received by his department, especially in A. & H. and automobile, and called for the active

support of the association in seeking passage of stronger laws. "We need your help to clean up bad practices in the business before the public calls for federal regulation or national insurance companies," he said.

Mr. Viehmann declared the department does not want to run companies or dictate practices; it wants only to supervise. "The problem of bad practices is as much if not more the problem of such associations as this than it is the problem of the department," he said.

The meeting, which was attended by 12 life general agents and managers from Indianapolis whose companies have recently gone into A. & H., also heard a plea from Hastings Smith, New England Mutual, president of Indiana Assn. of Life Underwriters, for greater cooperation and coordination of effort among associations of insurance men regardless of the type of insurance they represent.

Spafford Orwig, Orwig agency, Indianapolis, president of the Indiana association, reported on the meeting of the International association, and Wm. Coursey, managing director of the International, listed the tangible as well as intangible values in belonging to the association.

Charles Ray, Hoosier Casualty, reported on the progress of the D.I.S.C. course scheduled at Purdue Sept. 15-20.

### Marmaduke Heads New Atlantic A. & H. Department

H. Stanley Marmaduke, former agency administrative assistant for Massachusetts Protective and Paul Revere Life, has been appointed manager of the A. & H. department of Atlantic Life.

Mr. Marmaduke was for nine years with Blue Cross at Washington, D. C. In 1945 he joined Massachusetts Protective and Paul Revere as special agent at Richmond, and in 1946 was transferred to Long Beach, Cal., where he successfully established an agency which produced an annual volume of \$2,500,000 of life and A. & H.



H. S. Marmaduke

### Mast Is Iowa President

Ivan Mast, Continental Casualty, Waterloo, has been elected president of Iowa A. & H. Assn. E. L. Lehnen, Federal Life & Casualty, Council Bluffs, was named vice-president and C. E. Bain, General American Life, Des Moines, secretary-treasurer.

### Continues Richmond Office

Sterling has announced that, even though it can solicit no new business in Virginia unless the order of the state corporation commission revoking its license there is reversed, it will keep its Richmond office open for the convenience of its present policyholders. Premium payments will have to be made to the home office.

### To Confer on Blue Cross

Commissioner Navarre of Michigan has called a hearing at his office at Lansing for Aug. 20 to discuss the situation of Michigan Blue Cross which the A. & H. agents in the state have contended is offering discounts to its subscribers that are discriminatory.

### Texas Secretary Resigns

J. G. Gatoura, Occidental Life, Austin, who is leaving the state, has resigned as secretary of Texas Assn. of A. & H. Underwriters. At a meeting of the executive committee at Austin, President

L. C. Woodham, Great American Reserve, Dallas, named Herman Andrew, Business Men's Assurance, San Antonio, chairman of a committee to select a new secretary.

Plans for the DISC course at the University of Texas and the sales congress sponsored by the state association were discussed. It was decided to hold the state association meeting at Dallas in the spring, at a date to be selected.

### Hospital Admission Snag at San Antonio Ironed Out

The successful ironing out of a hospital admission difficulty there was reported by President A. D. Anderson, Occidental Life, at a meeting of San Antonio Assn. of A. & H. Underwriters. The manager of a San Antonio hospital

had sent out letters stating that except for Blue Cross subscribers a cash deposit of \$100 would be required of anyone seeking service in the hospital.

After a conference with Commissioner Butler of Texas, a committee from the association called on the hospital manager, who agreed to eliminate the reference to Blue Cross and substitute insurance in an acceptable company. He is to be supplied with a list of companies represented by members of the association.

W. D. Bacon, General Accident and Crown Life, reported on the convention of the International association.

Ed Speer, San Antonio manager of Great American Reserve, spoke on the approach, taking up the difficulty of selling friends, the advantages of referred leads and difficulties in cold canvass.

## AMONG COMPANY MEN

### Advance Three Prudential Men in Personnel Positions

Prudential has advanced three home office men in the personnel and agency departments. Kenneth MacKinnon, assistant general manager in the comptroller's department, has been named director of personnel. Charles A. Waters, director of personnel in the general office, is now director of agencies in the district agencies department. Paul W. Stewart, director of personnel services, has been named director of special services.

Mr. MacKinnon has been with the company 23 years. He started in the mail department and advanced through auditing, cost analysis and cost allocation work to his position in the comp-

troller's department. Mr. Waters began with the company in 1937. He has held a number of assignments in management and marketing research and in personnel work. Mr. Stewart, who has been with the company for more than 25 years, started in the actuarial department. In 1940 he entered methods work from which he moved into personnel operations.

### Dr. Kefferstan Joins Hancock

John Hancock Mutual has appointed Dr. Frank J. Kefferstan an assistant medical director. A graduate of Tufts College and of Columbia College of Physicians & Surgeons, Dr. Kefferstan interned at Boston City Hospital. Following his internship, he served in the army medical corps for four years. He

*Dovetailed to the future*

that's our NEW

**GUARANTEED ESTATE BUILDER**

the answer to every father's dreams for his children

- initial insurance increases to five times at age 20
- face of policy and all premiums paid returned at death prior to age 20
- guaranteed low cost—no premium increase at age 20
- life paid up at age 60

"the perfect sales package for every agent"



Doorway to Protection

Regional Director Positions and General Agency Territory Available in Maryland — Virginia — West Virginia

**PHILADELPHIA LIFE**  
INSURANCE COMPANY • PHILADELPHIA, PA.

WILLIAM ELLIOTT, President • JOSEPH E. BOETTNER, CLU, Superintendent of Agencies

**OLD REPUBLIC**  
OLD REPUBLIC CREDIT LIFE INSURANCE COMPANY

**Specialized Insurance Service**  
**Safeguarding Consumer Credit**

JAMES H. JARRELL, President HOME OFFICE: Chicago, Illinois  
Regional Offices: Birmingham, Ala. • Denver, Colo. • Washington, D. C.  
San Francisco, Calif. • Columbus, Ohio • Tulsa, Oklahoma

## MANAGEMENT OPENINGS

## SALARY PLUS

We have two openings for regional managers in New England. These are career opportunities offering substantial starting salaries, all expenses and incentive pay. A well-rounded life insurance background and a good closing record are essential; some experience with accident and health sales would be helpful.

A regional manager is primarily responsible for appointing and working with district agents in an assigned territory. Trips will be short (almost none overnight), but this is strictly a sales development, not an office job; the manager will be out in his territory continuously during a five- and often a six-day week.

If you are interested in a sound, profitable management future, please tell me something about your background (age, education, experience) and an interview will be arranged. Your letter will be held in strict confidence.

Charles C. Robinson  
Vice President

**COLUMBIAN NATIONAL**  
**LIFE INSURANCE**  
**COMPANY**

77 Franklin Street  
Boston, Mass.

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has just completed two years as medical resident at Cushing Veterans Administration Hospital at Framingham, Mass.

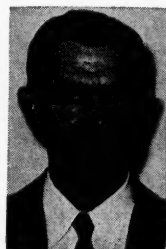
### Ohio National Appoints Sitterson; Advances Breeze

Ohio National Life has elected Dr. Beecher W. Sitterson assistant medical director and William H. Breeze assistant actuary.

Dr. Sitterson received his M.D. at Harvard medical school. He spent 1½ years as a research fellow in medicine



W. H. Breeze



Dr. B. W. Sitterson

at University Hospital, Cleveland, and for the past two years has practiced in internal medicine on the staff of the Gundersen clinic, LaCrosse, Wis.

Mr. Breeze graduated from Centre College in Kentucky, and obtained his M.A. at University of Kentucky. He is a navy veteran and has been with Ohio National since 1948. He is an associate of Society of Actuaries.

### Name Eckhart Chief Actuary

Kenneth V. Eckhart, Jr., has joined Lafayette Life as head of the actuarial department. He received his M.A. in actuarial mathematics from University of Michigan in 1947. Upon graduation he joined Acacia Mutual and for the past three years has been with Western & Southern.

### Kennedy Heads N. C. Mutual

W. J. Kennedy, vice-president and secretary of North Carolina Mutual Life, has been elected president to succeed the late Dr. C. C. Spaulding. He has been with the company since 1916. He is succeeded as secretary by

Joseph W. Goodloe, office manager and personnel officer, who also will retain those duties temporarily. He served as assistant secretary 1942-5.

### U. S. Life Ups Kunis, Mazzeo in Group Department

United States Life has appointed A. Maxwell Kunis group secretary, and James N. Mazzeo assistant director of group sales and service.

Mr. Kunis has been group actuary since 1950. Before joining the company in 1949 as assistant actuary he was associate actuary of the New Jersey department. He is a fellow of the Society of Actuaries.

Mr. Mazzeo joined the company in 1948 and was with several home office departments before becoming a group agent in 1950. He has been New York metropolitan area regional group manager.



A. M. Kunis

### Liberty Appoints Fisher

Hillary J. Fisher has been named associate actuary of Liberty Life. He was formerly associate actuary of Central Standard and was with the actuarial division of Metropolitan for 11 years. He is a fellow in the Society of Actuaries.

### Joins Publicity Staff

Harold Howenstine has been named associate in publicity and advertising for Indianapolis Life. He will supervise company publications in addition to handling publicity, advertising and sales promotional material.

### Minn. Mutual Ups McConneloug

Minnesota Mutual Life has promoted John C. McConneloug from group sales representative to assistant superintendent of group sales. He joined the company in 1947.

He has attended St. Mary's College,

University of Minnesota and St. Paul College of Law. He is an air force veteran of the last war.

### Kerl Assistant Agency Director of N. W. Mutual

Dean M. Kerl of Lincoln, Neb., has been appointed assistant director of

agencies of North-western Mutual Life. He will have 15 general agencies of North-western Mutual under his sponsorship.

He joined North-western Mutual in 1939, a year after his graduation from University of Nebraska. Following overseas service during the war, he rejoined North-western Mutual's general agency for western Nebraska and has maintained an average annual production of \$500,000. He has been active in civic and association affairs.



Dean M. Kerl

### Laughlin Files Mandamus to Secure Salary Increase

Insurance Director Laughlin of Nebraska has petitioned the state supreme court for a mandamus ordering State Auditor O. Johnson to pay him a salary of \$6,500 a year.

The salary of the insurance director was boosted by the 1951 legislature from \$5,000 to \$6,500 but an attorney general's opinion held that Mr. Laughlin, who succeeded Bernard Stone in the post early this year, could not receive the higher salary until August, 1953.

Mr. Laughlin asked the mandamus as a test of the law. Several other state officers would be affected by the outcome of the suit.

### Girard Life Reduces Rates

Girard Life has reduced its premium rates for both participating and non-participating forms of insurance. Cash values for non-participating forms are now calculated on a CSO 3% minimum cash value basis (formerly 2½%). Values on participating plans are CSO 2½% minimum cash values.



We had a wonderful time at our Convention at THE STANLEY HOTEL in Estes Park, Colorado. . . . all two hundred and fifty of us.

And our youngsters had a grand time too at the "Junior Convention" at the Chalet Ranch in Estes Park.

In fact the whole family had a grand vacation—and now we're back home, ready and anxious to get back to work.

## GENERAL AGENCY OPENING

*in Nebraska*

A well-established general agency (nearly \$25,000,000 business in force) of an old and highly reputable billion dollar company now is open in Nebraska. Agency offices are in Omaha, and territory covers most of the state.

A real opportunity for a capable field underwriter who has both aptitude and desire to enter management end of the life insurance business, or for a successful agency head who desires a broader field of operations.

Attractive training and financial arrangements for the man selected. Every modern sales and training aid, together with salary plans, will be provided for the recruiting and training of new agents.

Inquiries will be treated as strictly confidential. In reply please give complete qualifications.

Write: Box M-47, The National Underwriter  
175 W. Jackson Blvd., Chicago 4, Ill.



*Bankers Life*  
INSURANCE COMPANY  
OF NEBRASKA

# Sales Ideas That Work

## Stone Relates Economic Conditions to Life Sales

NEW YORK — How has the market for life insurance been affected by the recently concluded steel strike, the drought, and other economic factors less spectacular but nonetheless important in helping or hindering the agent's efforts?

Asked about these situations by THE NATIONAL UNDERWRITER, Edward Stone, economic consultant of the Institute of Life Insurance, pointed out that ability to pay is a big factor in buying life in-

urance and that it should be useful to the agent to know how business is being affected in his area, and particularly how long the current factors may be expected to loom large in the picture. In some cases a major shift in his merchandising efforts might be indicated. In others, the situation might be expected to right itself very shortly.

Take the steel strike. It meant a loss of about \$375 million in income to steel workers, an estimated average loss of

about \$600 per worker. But in addition, some industries dependent on the use of steel have had to slow down and others of them have had to close down completely. This means shortened work-weeks and more full layoffs, with consequent reduced incomes.

Many workers in steel mills or in jobs dependent on selling to steel workers have been seriously affected. Many have gone into debt and are only now beginning to work themselves out of debt. It's true that steel workers will be working a full work week and doing everything possible to make up for lost production.

### Will Take Some Months

It is Mr. Stone's prediction, however, that it will take until about the end of the year before the steel worker builds up his depleted bank account. Then, too, he'll be laying something aside for Christmas buying, so he seems like a highly dubious prospect for life insurance until some time next spring. But after that, with the full work week and overtime probably continuing for some time, he should be in a position to think more favorably about adding to his life insurance.

Similarly, the retailer and others who sell the steel worker goods and services should find the credit they have extended to the steel worker during the strike repaid, and the Christmas goods sold so that by the beginning of 1953 they should also begin to have money available to buy life insurance if they can be motivated.

### DEFENSE COMES FIRST

Other industries affected adversely by the lack of steel will find it hard going till steel again becomes available. The first flow of steel will be going to defense industries. Mr. Stone feels it is reasonable to expect that most of such industries will be going on a full work-week by the end of October. Where such plants are involved, the layoffs up to now have been only partial and in only a few cases has it been necessary to shut down the whole plant. Hence, by the end of October it can reasonably be anticipated that the workers in these plants, as well as the people who sell to the workers, should have enough money to encourage life agents to prospect among them, Mr. Stone believes.

Non-defense users of steel, however, will be more hard-pressed and at such plants it can be anticipated that there will be some form of shortened work-weeks continuing until well into the winter, so that their workers as well as the people who sell to them will probably not be in a position to consider seriously increases in their insurance holdings until about next March.

### In the Interim

Mr. Stone points out, however, that there are other markets that can be cultivated in the meantime. Farmers, for instance. Net agricultural income, including government payments to owners and operators of farms, increased from \$17.8 billion in 1950 to about \$21.2 billion in 1951. The higher net income from agriculture in 1951 resulted both from greater production and from higher prices but mainly from the latter. And at present the outlook for agriculture for the rest of 1952 is bright except for drought areas.

Dairy farming, especially, is doing well and life agents in towns or areas affected by the steel situation might give thought to concentrating on the farm areas outside of their particular towns, Mr. Stone suggests. In connection with dairying, those in the retail end of the milk business, including the milkman, have been making a consistent good income.

While the steel industry and those allied with it have been suffering losses, the moribund textile industry has been showing signs of life, Mr. Stone observed. According to reports, demands for cloth for next spring and summer are showing gratifying increases and the

mills in New England as well as in the south are increasing production. This, of course, means more income for textile workers and even though in the New England area they have had to take a reduction in pay, it looks now as if it might be possible for them, as the demand for textiles increases, to lengthen the work-week sufficiently so that at present pay scales the actual income received will be greater—considerably greater—than that received during the last few years. Such an encouraging trend will naturally increase optimism and ability to pay.

The cattle industry is also doing well and, says Mr. Stone, it is interesting to note the continuing increase of cattle raising in the southeastern states. This is added income to an area which is now finding it possible to put unproductive lands to use, and so possibilities for insurance purchases exist there now, too. The southeastern area is also affected to some extent by the drought as are sales possibilities there, depending upon how serious this is.

## FRATERNALS

### Ill. Issues New Rules on Fraternal Writing A. & H.

The Illinois department has promulgated new rules and regulations governing the writing of A. & H. insurance by fraternal, which require the segregation of that business from all other funds and accounts and prohibit the writing of such business unless authorized by the society's articles of incorporation, constitution or by-laws.

It is required that the premiums or assessments collected be sufficient to take care of all expenses and reserves in connection with that department. No funds may be transferred to the A. & H. department from any other account, except that where a fraternal is preparing to enter that field its governing body may authorize the transfer of a reasonable amount from unassigned funds to assist in setting up the department. After three years the residue, if any, shall be returned to the fund from which it was transferred. With that exception, any deficiency in A. & H. accounts must be taken care of by that department. However, any surplus in that department may be transferred to other accounts.

### Catholic Order of Foresters Meets at Chicago

Catholic Order of Foresters held its 34th international convention at Chicago this week, and dedicated its new, \$2 million headquarters building there. Opening with a mass at Holy Name cathedral, the delegates heard Cardinal Samuel Stritch, spiritual director of the order, preach.

Speakers included Thomas R. Heaney, high chief ranger; George H. Crowns, secretary; Earl P. Duffy, state chief ranger; Paul W. Kunning, Illinois Assn. of Commerce, and Edward J. Dirksen, Illinois department.

### Name Committee Heads

Sessional committee chairmen have been named by National Fraternal Congress. They are: Credentials, Clyde F.

### OPPORTUNITY FOR CAREER PEOPLE

If you are interested in making Life Insurance selling your career,

If you want to become a Life Insurance Counsellor instead of a peddler of \$1000 policies,

If you want to make more money; then write to

**J. Allen Porterfield, Field Manager  
EQUITABLE RESERVE ASSOCIATION  
Neenah, Wisconsin**

(Good territory open for men or women in Illinois, Michigan, Minnesota and Wisconsin.)



*Complete*  
FRATERNAL LIFE INSURANCE  
SERVICE  
*for the Entire Family*

INSURANCE  
IN FORCE  
\$403,478.670

ADMITTED  
ASSETS  
\$137,803.673

## ROYAL NEIGHBORS OF AMERICA

Supreme Office

Rock Island, Illinois

## Give Emphasis to Youth

Two highly successful Woodmen of the World projects this summer have been focused on the Society's juvenile department.

One of these was a special seven-week membership effort in which several thousand boys were enrolled. The other was a series of 16 Boys of Woodcraft Summer Encampments attended by over 3,000 young Woodmen.

This emphasis on youth looks to the future. A strong, juvenile department, now numbering more than 62,379 boys, will provide the future leaders for Woodcraft's three-point program of Fraternity, Protection, Service.

**WOODMEN OF THE WORLD  
LIFE INSURANCE SOCIETY  
Omaha, Nebraska**

August 15, 1952  
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Wilmeth, Junior American Mechanics; constitution and rules, Richard F. Allen, Standard Life Assn.; resolutions, John E. Swift, Knights of Columbus; auditing, Edward Brown, Lutheran Brotherhood; distribution, Bernard J. Seeman, Woodmen of the World; publicity, John B. Donahue, Knights of Columbus.

## Prudential Ordinary Department Changes

(CONTINUED FROM PAGE 2)

Illinois State Assn. of Life Underwriters and president of the California State Assn. of Life Underwriters. In 1942 he received the Peoria junior chamber of commerce distinguished service award as the outstanding man of the year. He received his C.L.U. designation in 1943.

### Austin Story

Mr. Austin, joined Prudential in 1938 as a special agent in Kansas City. During the recent war he served as a navy officer. He has held executive jobs in the Newark home office as associate regional manager, regional manager, assistant director of field training, director of field training, and superintendent of agencies. He is a graduate of Yale.

Mr. Drake is transferring from the group department to the ordinary agencies department. He began his career in the investment field. He is one of the



W. V. Winslow



R. N. McFadden

nation's authorities on pension programs. He was both a district and a regional sales manager in the group insurance department before becoming head of Prudential's annuity sales organization.

Mr. Reed has been with Prudential since 1945, first as special agent and assistant manager, and then as manager. He greatly expanded the business of the Binghamton agency since taking charge over two years ago. Mr. Reed is president of the Binghamton Life Underwriters Assn. and was a speaker on the 1952 New York state sales caravan.

### Heads C.L.U. at Newark

Mr. Winslow is a graduate of Princeton in 1939. He joined the Prudential's Newark agency and after serving in the navy as an officer became an assistant manager in the Newark agency in 1946. He was appointed associate regional manager in 1950, and a regional manager in 1951. He is president-elect of the Newark C.L.U. chapter.

Mr. McFadden joined the Prudential in the Newark agency in 1948. A year later, he was promoted to assistant manager.

## Life Advertisers Prepare for Montreal Meeting

(CONTINUED FROM PAGE 9)

mote the sale of personal A. & H. or material addressed to the holders of such policies.

The other classifications include material to motivate agents, sales aids, prestige and good-will builders, recruiting material, direct mail, wall calendars, greeting cards, annual reports, policy-owner material, brokerage material, company field magazines or newspapers, national magazine advertising, newspaper advertising, employee relations, insur-

ance journal advertising and public relations.

Any member is at liberty to enter exhibits in any or all classifications, and a board of 18 judges will review all exhibit material, rating each as excellent, superior, good, fair or poor. Certificates of excellence will be awarded exhibits receiving such rating.

For the purposes of judging, the member companies will be divided into three groups. Group I will include those companies having \$800,000,000 or more ordinary life insurance in force; group II, companies having more than \$200,000,000 ordinary life insurance in force, but less than \$800,000,000, and group III, companies with less than \$200,000,000 in force.

## Small Company Expense Limitation Reports Soon

NEW YORK—The Life Insurance Assn.-American Life Convention subcommittee on the special problems of small companies in connection with the New York expense limitation met this week. H. B. Wickes, vice-president Security Mutual of New York, is chairman. This committee and other subcommittees will submit their reports to the main committee on section 213 revision between Sept. 1 and 15.

## Mutual's Reading Course Featured

Mutual Life's courses in speed reading given to its executives, supervisors, and other employees were featured in an illustrated story in the Sunday edition of the New York Herald Tribune. The courses are expected to result in a 25% increase in productivity in an average working day.

## Name Bentz in Agency Department

Philip H. Bentz has been appointed agency assistant for Philadelphia Life. He was with the agency department of Home Life for four years in administration, education and conservation.

In his new post, Mr. Bentz will help organize and install new systems and practices between home office and field. He is a navy veteran.

Charles L. Stoffel who was with the Minnesota department from 1940 until early in 1951 and since then president of Samaritan Life of Duluth has joined the A. & H. department of St. Paul-Mercury Indemnity.

Carl H. Bethke has been named general agent at Portland, Ore., for Security Benefit Life, with offices at 700 Loyalty building.

## HALE, HEARTY and INSURABLE



Photo by Harold M. Lambert Studios

An era of increasing longevity makes it possible to offer "life" coverage at the higher ages. The Manufacturers Life is prepared to extend the benefits of Life Insurance to applicants from this special group where coverage is needed for tax purposes or where there is a business insurance need.

### AVAILABLE UP TO AGE 75

- ordinary life
- 10 pay life
- 10 year endowment

• Individual consideration will be given to applicants over age 75.

### CONTACT ONE OF THESE BRANCHES FOR MORE INFORMATION

Baltimore	Detroit	Los Angeles	Portland
Chicago	Hartford	Newark	Saginaw
Cincinnati	Honolulu	Philadelphia	San Francisco
Cleveland	Lansing	Pittsburgh	Seattle

Also licensed in the Dist. of Columbia, Arizona, Delaware, Idaho and Virginia.

YOUR OWN COMPANY FIRST . . . THEN

THE  
**MANUFACTURERS**  
INSURANCE **LIFE** COMPANY

## THIS MAN IS NATIONALLY KNOWN

Each year, through benefit of national magazine advertising, doors are opened to Woodmen representatives in the homes of millions of prospects across the nation.

Members of the Woodmen field family offer a complete line of personal insurance protection—Accident, Health, Hospitalization, Life and Employee Benefit plans.

If you are interested in a professional career with one of the oldest and most progressive Accident and Health Companies (also offers Life), write today for information about agency opportunities in 26 states from Ohio to the Pacific Coast.

Liberal Contracts, Group Insurance, Retirement Plans, Bonus Awards, plus Complete Schooling and Training are provided by this agency-minded organization.

Write L. J. MELBY, Agency Vice-President



**WOODMEN**

ACCIDENT COMPANY  
CENTRAL ASSURANCE CO.  
CENTRAL LIFE INSURANCE CO.

Old Line Legal Reserve Companies — Established 1890  
LINCOLN, NEBRASKA

Collier's

Parents'

Capper's

Successful Farming

Newsweek

## Benefits Increase

Payments to American families by life companies in the first half of this year totaled \$2,106,361,000, an increase of \$51,994,000 over a year ago, according to the Institute of Life Insurance.

## ACTUARIES

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Employee Benefit Plans

RICHMOND

ATLANTA

## Program for N.A.L.U. Meeting Completed

(CONTINUED FROM PAGE 1)

greetings from the New Jersey and Atlantic City host associations and from the elected heads of the various institutional groups within the business. The first part of the program will include the presidential report of Charles E. Cleeton, Occidental Life of California, Los Angeles, and a brief report by Mr. Woodson. These will be followed by an address by Olen E. Anderson, vice-president John Hancock Mutual, Boston.

The second part of the opening session will be the American College hour and will be directed by Julian S. Myrick, chairman. Featured speaker for this part of the program will be Laurence F. Lee, president of Peninsular Life and Occidental Life of North Carolina, and president of the United States chamber of commerce.

Another important function that will take place on Wednesday is a luncheon for all women agents attending the convention. This will be sponsored jointly by NALU's committee of women underwriters and the Women's Quarter Million Dollar Round Table. Nell F. Burns, New England Mutual, Birmingham, is responsible for the dramatic pageant entitled, "Leading Ladies of Life Insurance," that will be presented following the luncheon and Elsie Doyle, Union Central, Cincinnati, chairman the women's committee, and Minna Hensley, chairman of the W.Q.M.D.R.T., will be co-chairmen.

### Relaxation Wednesday Afternoon

On Wednesday morning the C.L.U. will hold its annual business meeting following a breakfast at Haddon Hall. In the afternoon the society will stage a seminar of chapter activities and the executive secretaries of state and local associations will conduct a round table discussion of association activities and administration. The featured speaker at this latter session will be Reuel W. Elton, general manager American Trade Assn. Executives, Washington, D. C. No other events are scheduled for Wednesday afternoon and delegates not attending the two latter sessions will be free for relaxation.

One of the highlights of the convention will be the dinner and conferment exercises conducted by the American College and the American Society. This will be held on Wednesday evening, Sept. 10, and the principal speaker will be Dr. Robert L. Johnson, president of Temple University, who has distinguished himself in the fields of business, public service and education.

Three big events are planned for Thursday, Sept. 11. In the morning there will be the agents' national sales seminar, starring five successful agents representing both ordinary and combination companies and located in both metropolitan and rural territories. Running concurrently will be the first annual meeting of the newly created General Agents' and Managers' Conference of N.A.L.U. This session will present three nationally prominent agency heads. A luncheon will follow with A. J. McAndless, president Lincoln National Life, as the featured speaker.

### Action on Nominations

The main event scheduled for Thursday afternoon is the meeting of the national council for action on the report of the committee on nominations and the election of new officers and trustees. This will be followed by a business session of the full convention for action on reports of the committees on by-laws and resolutions.

Climax of the Thursday program will be more than 40 company dinners. These will precede the reception and ball in honor of President and Mrs. Cleeton.

The closing general convention session schedules C. Brainerd Metheny, general agent Fidelity Mutual, Pittsburgh, and A. C. F. Finkbinder, Jr., Northwestern Mutual, Philadelphia. This

program will also include the Million Dollar Round Table hour which will be presented in panel form with all members of the M.D.R.T. executive committee participating. Detailed schedules of all of these programs will be released next week.

The fellowship luncheon on Friday, Sept. 12, will be the closing feature and will be climaxed by the presentation of the John Newton Russell memorial award for 1952 to the individual voted as having made a distinguished contribution to the institution of life insurance.

### Shrinkage Factor Becomes Increasingly Heavy

The shrinkage of resources left to American families, due to increased costs at the death of the family head, has become a heavy drain on both large and small estates. Shrinkage in estates at death today can run as high as 50% and, in some cases, much greater than that. One very large recent case showed a 66% shrinkage. But even the smaller estates frequently show a shrinkage of 20% or more. In cases of estates as small as \$25,000, it has frequently been shown that the loss has been some \$5,000, covering the expenses of settlement, satisfaction of taxes, and meeting of bills and debts.

In a recent analysis of a number of estates, made by the Life Underwriter Training Council, it was estimated that estate shrinkage ranged from 22% on \$25,000 estates to 45% on \$5,000,000 estates, with an over-all average of 29%.

### Asks Removal of Suit

Metropolitan Life, one of the defendants in a suit brought by Max Kier at Lincoln, Neb., attacking the retirement plan of Guarantee Mutual Life, has filed a petition for removal of the case to federal court.

Kier's suit charges that Guarantee Mutual's retirement plan is illegal insofar as it pertains to officers. He alleges that it includes a policy carried with Metropolitan.

### Executives See Life Skit

A skit, "Confused Stockholders," was presented by members of San Antonio Assn. of Life Underwriters before the San Antonio Executives Club. The group included W. C. Abbey, Connecticut General, moderator; Ben K. Alexander, John Hancock; Jesse Fletcher, Great Southern; Orvis Akers, American National; Ira Travis, Life of Virginia, and Warren Hewitt, Northwestern National.

### American United Liberalizes

American United Life has liberalized its aviation exclusions in the double indemnity rider so that passenger travel in any kind of aircraft is now covered. The war clauses in both the double indemnity and disability riders have been changed to the "results" type in preference to the former "status" type clauses.

The company also is now issuing monthly income disability.

### Expands Shopping Center

Immediate expansion of its recently completed shopping center at Norwalk, Cal., is planned by Pacific Mutual. First step in the enlargement program was acquisition of an adjoining two acres for additional parking space. New units will follow those now in progress and will be occupied by Sears, Singer Sewing Machine and others.

### Insurance Almanac Out

Volume II of the 1952 edition of the Insurance Almanac, published annually by the Weekly Underwriter, New York, is now being distributed to subscribers.

Volume I, the 1952 edition of "Who's Who In Insurance," containing about 4,000 biographical sketches of insurance executives, officials, agents and others in the insurance business, was published earlier in the year.

The present volume contains 1,072 pages of valuable information, including facts and statistics on the officers, directors and operations of all classes of insurance companies; insurance department officials, all types of insurance organizations, insurance groups, brokers' regulatory laws, resident agents' laws, legislative sessions, new companies organized, retired companies, agents and brokers, adjusters, actuaries, etc.

The cost of each volume of the Insurance Almanac is \$5. If both volumes are purchased, together, the cost is \$8.

## Documentary Wins Wide Honors

"For Some Must Watch," the youngest member of the educational film library of Institute of Life Insurance, has just passed the third anniversary of its release with a distinguished record of achievement to its credit. The film has been seen by millions of persons, both as a regular film presentation and over television, and has chalked up a number of significant accomplishments as well. This success is noteworthy since the film is a true documentary, played by real people, under their own names and in their everyday environment.

A tribute to the film was provided recently by Scholastic Teacher Magazine. To "For Some Must Watch," this publication awarded the Scholastic Teacher award for 1951 as one of the 10 outstanding sponsored films released to schools.

The Department of State last year selected "For Some Must Watch" as one of the films for showing people abroad how Americans live. The State Department requested 25 prints for this purpose, and has given the film 190 showings thus far in many countries, including Burma, Turkey, Malaya, New Zealand, Australia and South Africa.

The principal audience for the film has been youngsters in school. An analysis of the distribution of a selected list of principal documentary films shows that between 70% and 85% of the distribution is among educational institutions, chiefly high schools. Other audiences for these films are churches, industrial organizations, and community groups.

"For Some Must Watch" had its premiere on June 7, 1949, in the town where it was made, Oneida, N. Y. Since then it has had 16,185 showings, with an audience of 3,288,406 viewers in schools and churches, business meetings and homes all over the country. It likewise has been seen by an estimated 4½ million persons over television.



"Never stayed there myself, but every traveler coming from Baltimore has something nice to say about The Lord Baltimore Hotel."



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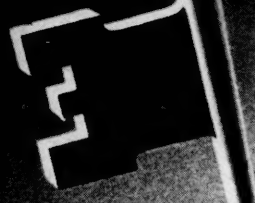
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CURRENTLY the industry is celebrating the twenty-fifth anniversary of the American College of Life Underwriters; during these twenty-five years, the contributions of the College and its graduates have been notable.

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Our greatest good wish for the American College is that in this, its twenty-fifth anniversary year, enrollments of new and continuing candidates may reach an all-time high.

The future cannot help but be bright for those with the imagination and ambition to make professional preparation for the years ahead.

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